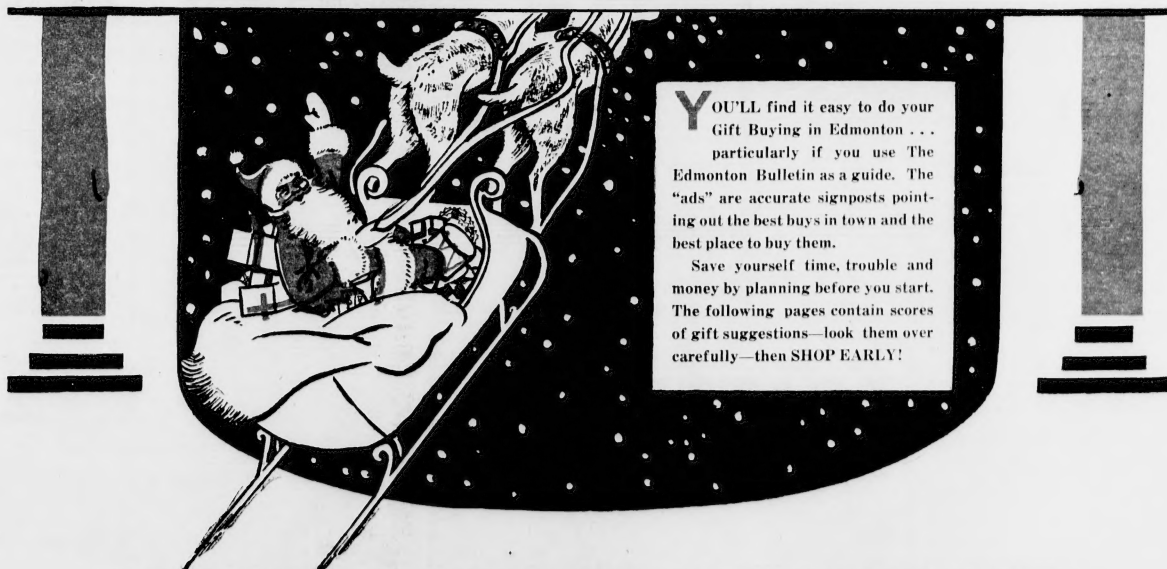


Dedicated to the Joyous Spirit of the Season



Christmas Shopping Edition



**Stores Will Remain Open Until 10 p.m.
Saturday, Dec. 16..Friday, Dec. 22..Saturday, Dec. 23**



THE BRIGHTEST OF SEASONS—ENJOY IT





Give Her Something To Wear As Gift From Walk-Rite

OF COURSE give her something to wear. It's the nicest possible gift and one which will make her eyes shine with delight as she opens the gaily wrapped parcels on the Christmas tree and finds it's "just what she wanted."

For all mothers, sisters and sweethearts love to find cozy sweaters, luxurious lounging robes, lingerie and frocks underneath the Christmas tree and from the Walk-Rite Style Shoppe Limited such treasured gifts will no doubt be chosen. Here, the Christmas shopper looking for something which will especially please will indeed find a paradise of treasures.

Perhaps it's a house coat that she ever so gently hinted at when you casually mentioned the matter, and if so, you certainly are lucky. At Walk-Rite's are the loveliest house coats that one could ever imagine. Many of them carry the military effect so popular this year and this smart new trimming is obtained in such a charming way by delicate white braid at the neckline of a house coat, perhaps a silk piping in one star-like blue, designed with a beautiful flaring skirt and long or short sleeves.

SUEDE CLOTH

The new suede cloth will be especially flattering to milady's household and in addition to the military braid being at the neckline, it often trims the flaring hemline of the skirt in a wide pattern. If it's bright colors she likes then you are again fortunate for these glamorous robes are of the gayest cloths and their swing skirts, full sleeves and fitted bodices classify them as the house coat with a drawing room air. Designed to make any feminine heart flutter faster are the luxurious house coats in quilted floral satin, particularly lovely in soft pastel tones of blue and pink, such as are featured in Walk-Rite's wide selection.

Equally smart for breakfast, cocktails or dinner, a house coat in blazer satin (and we suggest turquoise blue) will be a favorite this Christmas. High shirred sleeves are especially effective in this style, which also features flaring skirt and draped neckline.

And if she likes color, then why not select one of the rainbow stripes? Made of Bonington flannel, the robe would warm the

ski pants in the same or darker tones will make her as very proud on Christmas day and then too they're so warm and comfy that Old Man Winter hasn't a chance of doing any damage.

Very new and very smart, something with which to greet a rosy home from university (oh! what a much pleasure from it for lectures and to slip on during study time) is a striped flannel sport jacket "just in" at the Walk-Rite Style Shoppe.

Sweaters, gay gifts and so handy, are as varied and colorful as ever, and especially popular this year are those in ribbed brushed rayon and others giving a rainbow effect in brushed wool.

SURE-BET GIFT

And then, of course, Walk-Rite shows candlewick and chenille gowns, lovely favorites and so very smart. Zippers fasten the house coats, a sure bet for gifts and so acceptable.

And what dreams of daintiness and beauty one can find on the lingerie counter at Walk-Rite's! Trimmings of pale blue and pink with chintilly lace as trimming. This year they come in sets with slips and panties and are so very feminine with frills of chiffon around the hem and again at the bodice and narrow baby ribbon in contrasting shades adorning the waist of lace on the garment. A new set this year consists of nightgown, negligee, bed jacket, slip and dance set and is shown by the Walk-Rite Style Shoppe in the favorite shades of sea green, blue and white.

And for the bride, lovely brief gowns of soft white satin with chiffon tops and linings of

chiffon with shirring at the hem. And when you visit Walk-Rite don't forget to see the new cuddle-down nightgowns, bed jackets and pyjamas... you'll love them, but more important, so will the lucky receiver.

Dainty handkerchiefs in all colors, hand-made and with initials and applique are also suggested in Walk-Rite's gift shop. Handbags, both large and small, are shown in the newest of shades, including white and winter tan and are of such favorite leathers as French antelope, calf and Morocco.

SPORT TOGS

Of course you needn't think twice about giving sport togs for Christmas, they're always a favorite and the sports-minded miss counts the Christmas season one in which she can indulge her heart's content in skating, skating and tobogganing. But a gay and attractive sport outfit is half the attraction and how lucky and how grateful she will be if she can appear on the white slopes on Christmas afternoon in a new sport outfit from Walk-Rite's! Grenville jackets with matching hood trimmed in bunny fur and

MILITARY IS STYLE NOTE FOR MILADY

Walk-Rite Style Shoppe Shows Fashions With a Swing

There's a military swing to these days of no that milady may keep right in step with her soldier husband or sweetheart, and we may be sure when brightly shining buttons or military braid peep out of Christmas bundles there will be excited exclamations to greet them.

Living up to the reputation which they have established for satisfying the most fastidiously-minded shopper, the Walk-Rite Style Shoppe in the upstairs department is showing distinctive styles along military lines with just the right coolness to capture a feminine heart.

Afternoon frocks are more elaborate than ever before with spangles, brilliants and beads lending their sparkle. Blouses are still popular but gay, green, red and blues and wines are the new selection of styles at the Walk-Rite Shoppe and in choosing one of these or the fitted or box styles you may be sure that no other gift will win you such lasting adoration.

Poinsettia

The poinsettia, thought of as the Christmas flower, was discovered in 1825-26 by Joel Roberts Poinsett, United States minister to Mexico. He brought it back to his garden in Charleston, S. C., and later, after experimenting with the flower, gave it to the world.

Christmas Gift buying is a pleasure at the Walk-Rite if you use our convenient

12 PAY PLAN No interest or extras.

Ask about it!



Walk-Rite STYLE SHOPPE LTD. 1017-73 101st Street

what could be more exciting for her? Another "military" gift of her mood with a new formal gown full of youthful verve? A bangle bracelet with a poetic touch, metal-embroidered faile taffeta bodice and white silk skirt will win her heart and yours all over again when you see her in it, while another, equally lovely, of ducky pink chiffon with decorative hand-embroidered bodice and midriff.

If it's a dinner frock she has always wanted then why not one from Walk-Rite's style shoppe for Christmas, one of honey beige or silver mist which defies the little jacket when the occasion requires.

Let's see! The lucky little lady who is going to receive her first fur coat this Christmas. Then the Walk-Rite will show you just the one she whispered excitedly about in your ear.

LUXURIOUS FURS

Pure as luxurians and lovely as any fair damsel could dream of are on display in the Style Shoppe and included among the many models from which you can choose are natural gay kidkins, mink-blended minsters, lacy black Persian lamb, natural squirrel, leopard cat or again black caracul lamb.

Smartly-tailored coats or full skirts of these or the fitted or box styles of these or the fitted or box styles you may be sure that no other gift will win you such lasting adoration.

Bows Fill Up Space

To fill that blank space over bulky pieces of furniture, a new note in wall decorations has been introduced. Simply a creation now around a spruce pine tree, pine and, per se, the room has a festive air.

Gifts For Horseman

For the equestrian who usually forgets to buy nicknacks for himself, why not choose a tie pin, cuff links, collar pins, spurs, tie with horses painted on, or a fine leather riding crop?

Table Decoration

For that living room and table, decorate a tiny little tree with bits of jewelry, linens and miniature toys. And then put it under a Victorian glass to give it that exquisite imperishable look.



Housecoats

Featuring the newest style trends—whether she desires a brilliant taffeta or a draped satin. Bows, beech effects, reminiscent of the "Gay Nineties," or full circular skirts that are slightly on train, and are sheer and delicate in every detail. Soft pastel colorings or rich warm tones. Gift wrapped. Priced from

Chenille Housecoats

These robes possess just what today's smart woman craves in her leisure garments. Made of plush chenille, these robes are made of a soft, warm, and comfortable material. Gift wrapped. Priced from

\$6.95 to \$12.95

\$4.95 to \$9.95

Jackets

... may be had in teardrop windproof and waterproof fabrics, all are aimed to give the wearer the utmost comfort. Your choice of Grenville cloth, quilted, expanding or blanket cloth, in a beautiful color range. Priced from

\$5.00 to \$12.95

Slacks

In the newest Continental fashion, these "New-wave" and "Don't-kill" slacks. Made from wool gabardine, wide at the knees and tapering to very narrow bottoms with an elastic under the hems, or you may choose the regulation slacks, which are high waisted and have a generous wide bottom. These may be had in gabardine or blanket cloth in colors of navy, black, brown, olive green and moiré. Priced from

\$3.95 to \$12.95

SKI HOODS

Fur trimmed or plain, matching or contrasting the shade of your jacket.

SKI KERICHEFS

All wool kerchiefs with classic Tyrolean designs in assorted colorings.

Ski Mitts and Ski Sox

Practical ski accessories at moderate prices.

For Sleeping Beauties

Cozy, cuddle-down pajamas or nightgowns—daintily trimmed with touches of angora and bits of hand embroidery, or you may choose a plain tailored style. Colors: leathers, light blue, and peach. Priced

\$1.95 and \$2.95

Gift Hankies

Handkerchiefs, all hand-made with a variety of designs—initials and lace. White and colors. Bows, bows, bows. Gift giving.

25c AND UP

Gowns

For the dainty "Miss" of the occasion, there's a gown trimmed with lace to accent her demure pretensions. For the glamorous "Lady" of the ball, a shimmering satin nightgown, with a high bodice and full skirt, a high bodice and full skirt, a high bodice and full skirt.

\$2.95 and \$3.95

Slips

Fine tailored slips, with touches of lace and embroidery in white, leathers and blue. Sizes 22 to 32.

\$2.95 and \$3.95

Beautiful Chiffon Hosiery

In two, three, four and six strand—or crepe if you prefer. These are offered in the season's newest shades in sizes 8 to 10 1/2. Gift wrapped.

85c to \$1.15

SWEATERS in the gift class

Wearable gifts warm young hearts—and she'll be delighted with any one of the numerous sweater styles that you may select from our Sports Shop. Fine angoras, wool boleros, in pullover or cardigan styles. Pastel and deeper colorings in all sizes.

\$2.95 And Up

Out of town customers

The Walk-Rite Personal Gift Shopper will appreciate the opportunity of assisting you with your gift buying. All articles boxed for gift giving.

\$1.00 to \$2.95

christmas slippers

Beautiful new styles that are sure to please. In satin, velvet and soft leathers, in the following colors: wine, blue, black, turquoise and green.

\$1.00 to \$2.95

Walk-Rite

STYLE SHOPPE LTD. 1017-73 101st Street

CHIROPODIST IN CONSTANT ATTENDANCE

to please a Lady

the most luxurious of gifts... a lovely FUR COAT

she'll really thank you for HOSIERY

Beautiful Chiffon Hosiery

Slips

Gowns

Gift Hankies

WALK-RITE HAS THE FUR COAT SHE WANTS!

An outstanding opportunity to give her a gift of lasting beauty. FUR COATS FOR EVERY TYPE OF WOMAN! Save on these exquisite furs in the season's most successful styles!

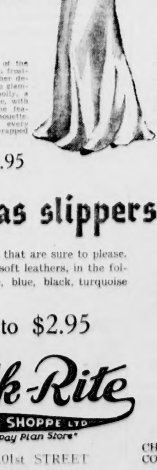
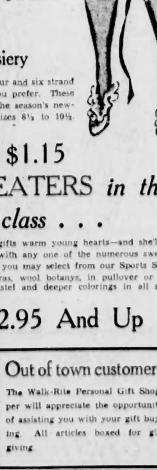
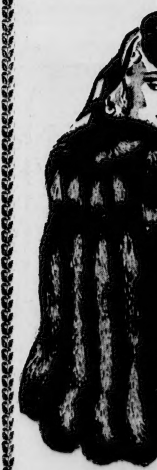
PERSIAN! SKUNK SABLE! MINK MUSKRAT! HUDSON SEAL! RACCOON! SEAL HEADS!

\$39.50 TO \$425.00

BUDGET TERMS ARRANGED NO INTEREST NO EXTRAS

Walk-Rite

1017-73 101st STREET





for

His Favorite Gifts

Gift For Gentleman? You'll Find It at Dittrich Clothes

IF YOUR shopping problems include the question: "What to buy for a man?" then you'll find the answer at Dittrich Clothes Shop at 10164 101 street, where a specially trained staff of experienced salesmen and men's wear experts are ready to help you.

The first Dittrich Men's Shop was opened in Edmonton more than 40 years ago—long before Alberta became a province, by Joseph Dittrich, father of the present proprietor, Ernest Dittrich, who was born and brought up right here in the city. Educated here, Ernie is well acquainted with the needs and requirements of the average Edmontonian and frequent buying visits to the style centers of the Eastern States and Canada have enabled him to bring the latest styles as well as the most useful designs to Edmonton's better dressed men.

The staff in the store have been specially selected and each man is an expert in his own line, well qualified to assist and advise the shopper who wants "something suitable" and trained to give speedy service to the person who is looking for some particular article.

GENERAL MANAGER

Mr. Dittrich acts as general manager of the store and takes an active part in the conduct of his business, being ready to help customers himself when business is slow or a customer asks for his services or advice. He built his business up on the principle of keeping his customers satisfied with the service, the prices and the quality of the garments or furnishings they purchase—and he expects to keep old friends and gain new ones by adhering to these principles.

FURNISHINGS MANAGER

Genial Cecil Fletcher is in charge of all furnishings in the store. Widely experienced, he has been in the western Canada for more than 15 years in the men's line business and windows dressed by him have won top awards on several Dominion-wide competitions. His extensive knowledge of quality, value and good taste in clothes makes him invaluable as an advisor to the person who is not just sure what they require.

CREDIT MANAGER

Gordon Campbell is the credit manager and accountant for the store. He is a businessman but having been born in Prince Albert and educated there and in Vancouver before coming to Edmonton, he is a native son.

SALES AIDE

Newest member of the staff is Val Wells, an Edmonton boy who is but known as a concert and radio singer. Born and educated here, he is an experienced salesman and has been carefully instructed by senior members of the staff so that he is well able to add to the casual and particular shopping.

ALL IN ALL

In all, the staff of Dittrich's store is like a well-trained team — each man specialized in his own work and yet possessing a complete working of every other department so that each man can assist the other if the demand in one department becomes greater than that in another.

are available to all those who shop at Dittrich's.

It's the fit of clothes that make the difference and Dittrich's have two men with long tailoring experience to see that all suits really fit the purchaser. "An ill fitting suit would be a bad advertisement for us," Mr. Dittrich says.

MADE TO MEASURE

William J. Scott, who is the tailor in charge of the tailoring department, has more than 18 years' experience to his tail, many of them in Edmonton and the past four at Dittrich's. He's the man responsible for the smart styles and neat fit of the many Dittrich-style suits you'll see wherever well-dressed men meet.

TAILOR SHOP

In the tailor shop is Carl Oat, who learned his trade under expert guidance—18 years ago. He has been with the firm for many years after having received wide experience in other places. He brings a pride of workmanship to the shop.

SPORTSWEAR SECTION

Gordon Torgeson, a brother of Peter, is in charge of the sportswear department which includes leather jackets, shirts, sweaters, dressing gowns and other articles of clothing which are grouped in this class for convenience in merchandising. He also has long experience in this line.

SALES CHIEF

More recently associated with the store is Smythe Fleming, well known in the city. As chief clothing salesman he brings to the sales floor a wealth of experience gained by many years' association in many countries with the clothing retail business in the city. His services both in an advisory and expert capacity

Christmas Candy

An abundance of holiday candies and a cookie jar brimming over with delicious fancy varieties is one of the secrets of a successful Christmas week. And "home-made" is the magic formula which will win them a really enthusiastic welcome. For gifts as well-kind, neighborly presents charmingly wrapped—kitchen-made delicacies are perfect. Fruits in rich pastes or crystallized, chocolate coated ginger or orange peel, salted or sugared nuts and many kinds of fudge, caramels, and mints are always special favorites.

Prepared



ERNEST DITTRICH

Edmonton-born proprietor of Dittrich Clothes Shop, which was started by his father 40 years ago, who announces that his entire staff is prepared to assist Christmas shoppers to choose gifts that will be appreciated.

transport planes scheduled to make long distance hops to take off, the plane leaves the ground with a small gas load and then is fueled from the air by a flying tanker.

Here You Are Folks! 'PARIS'

- Garters 50c and 75c
- Free-Swing Suspenders \$1.00 and \$1.50
- Belts 50c, 75c, \$1.00 and \$1.50

For His Happiest Christmas in Years

The REAL Man would buy the famous "PARIS" line if he were to select his own Yuletide Gift. "PARIS" offers the very latest innovations in GARTERS, FREE-SWING SUSPENDERS AND BELTS.

Ask for "Paris"

Dittrich MEN'S SHOP
Smart Wear for Smart Men

Japanese Also Exchange Gifts

Although not classed as a Christian nation, Japan in recent years has been observing Christmas in Western style. Gifts are exchanged on December 25 and other customs have been adapted. Western Japan will continue the Western practice this year, after long months of war in China, has not been learned.

First on the gift list 'Sportsway' Xmas Gift Jackets

Priced for Xmas Giving... \$6.95 and \$7.95

Yes, certain to please, these Sportsway Jackets... See them for yourself at Dittrich Men's Shop.

Dittrich MEN'S SHOP
Smart Wear for Smart Men

Made by Guarantee Glove & Garment Company

Gilded Heaven For Yule Dinners

A bit of "gilded heaven" is seen on Jasper Ave. in a holiday table tree trimmed with gold circles and centerpiece using a white cellosophane tree trimmed with gold circles and stars. A happy throng of angels cluster in front of the tree, some of gold carrying poinsettias and others with pine cones in their hands and a beauteous expression on their faces.

Yule Decorations Had a Beginning In Superstitions

The custom of decorating homes with greens comes from the ancient superstition that certain trees and plants bloomed at Christmas. In the Tenth Century, an Arab geographer told of the tradition that trees and flowers that bloomed at this season.

it's
B.V.D.
this year
fortHim

Christmas, 1939, folks, with the famous B.V.D. line for the men folk.

How very much a man will appreciate a B.V.D. gift you'll just have to take time out to see for yourself.

B.V.D. is famous throughout the world for QUALITY! Ask for B.V.D. this Christmas.

• Shirts \$2.00 and \$2.50	• Sox \$1.00 to \$2.00	• Scarves 50c to \$2.50
• Sweaters \$1.75 and \$2.00	• Pyjamas \$2.00 and \$2.50	

Dittrich MEN'S SHOP
Smart Wear for Smart Men

Ring Out for a Merry Xmas with Londonderry

Fine, Hand Tailored Clothes for Men

Authentically Tailored Suits for a happy man this Christmas. Londonderry Fine Clothes, tailored from the cloths of the finest weavers are the gift ideal for every man!

Give Him a Londonderry Suit

EXCLUSIVE AGENTS FOR THESE FAMOUS CLOTHES

Dittrich MEN'S SHOP
Smart Wear for Smart Men

SUITS \$24.50 to \$45.00
FULL DRESS \$35.00 to \$55.00
TUXEDOS \$27.50 to \$35.00
OVERCOATS \$22.50 to \$75.00

Men.. for the best in

Ties, Suspenders 50c, 75c, \$1.00, \$1.50

Belts 50c, 75c, \$1.00 ENGLISH BOXED \$1.50 Others, \$1.25

Spats 50c—75c

Garters 50c—75c

and Other Accessories

PERSONAL MONOGRAM HANDKERCHIEFS 50c—75c—\$1.00 and up

We Recommend

"Currie" and "Hickok" Products

Dittrich MEN'S SHOP
Smart Wear for Smart Men



for His Favorite GIFT

This Is The Place



The above striking night-photo shows the attractive front of Dittrich Clothes Shop, long known as the clothing headquarters for Edmonton's better-dressed men. They have completed special preparations for making shopping easier for the Christmas gift-seekers.



"He's Never Been So pleased Before!"

SINCE I've learned to go to the shop where they sell FORSYTH Guaranteed Shirts—and to look for the FORSYTH label—he tells me 'You certainly know how to pick shirts'. He likes the exclusive designs, smart styling and perfect fit. I like the way they keep looking new even after repeated launderings—long after so-called 'bargain' shirts would be discarded."

Ladies—If you want to buy "him" a shirt he will really like, come in and let us show you the finest range of shirts we have ever had in the store. Maybe we can help you pick out something that will be both different and pleasing.

• We are also showing a full line of smartly-styled FORSYTH Coats, Shirts, Pyjamas, Pocketwear and Mufflers. See these valuable designs and let us help to "round out" your full wardrobe.



"We stand our reputation being Quality"

Dittrich
MEN'S SHOP
Smart Wear for Smart Men

Nationally Popular Brands in Clothes Are Best to Buy

CHRISTMAS shoppers will find no wider selection of fine men's clothing and furnishings than those on display for the Christmas season at Dittrich Men's Shop at 10164 on the west side of 101 street—long known in the city as the clothing headquarters for well-dressed men.

On the well-stocked clothing racks, stock shelves and display counters of the Dittrich store will be found only nationally-advertised brands, the excellence of which has been tried and proven by long and continued popularity with the public not only in Edmonton but throughout Canada, the United States and other parts of the

civilized world. All woolsens in the store are imported from England.

In order to afford their customers as wide a selection as possible they carry a stock of ready-to-wear suits and overcoats which is one of the largest in the city. You'll find it different types of suits—tall, full-skirted, young

men's tall, standards, slouch, young men's slouch, as well as young men's special models with wide wide shoulders and narrow waists—in short, a type to fit every figure.

Dittrich recommends London-derry Clothes—a complete line of suits, top coats and overcoats—for the man who takes a pride in his appearance.

STYLE CENTRE

If the cause of your gift problem is a sportsman you'll find many interesting suggestions in the jackets and sportswear featured in the sports department. Sharkskin and leather jackets, many of them styles by the Drabbe Waterproofer company and the Guarantee Leather company, which specialize in leather and sports jackets and rain coats.

FORSYTH FEATURED

Among the conventional gifts that are always appreciated by men will be found the well-known and nationally-popular Forsyth pyjamas, shirts and ties in strikingly attractive materials, patterns, styles and weaves. A gift chosen from the Forsyth line is always in good taste and especially welcome.

You need have no fear about buying a gift lie at Dittrich for

they don't stock the "Christmas" for which has been the best of so many jokes. Their salesmen will be glad to help you select one from their wide assortment of the manufactured by either Forsyth or the Hershey Neckwear company.

If it's accessories such as belts or men's jewelry you'll find many attractive items in the popular "Hicks" brand manufactured by K. & S. Currie Limited, and the equally well-known brand of suspenders and garters and belts and "Swank" jewelry manufactured by A. Stein and Company, Limited.

BILTMORE HATS

Hats by Biltmore are always seen in fashionable men's shops so of course that's the hat you'll find featured at Dittrich's. And they carry a complete selection of styles, colors and sizes. Then, too, there are shirts and underwear manufactured by the B.V.D. company—a name which has become a household word throughout the world because of the excellence of their products.

If you aren't sure, a pair of socks will always make a welcome gift, and Dittrich features those made by the Caulfield, Burns and Gibson company. Or a pair of gloves made by the Acme Glove Works, Limited, which also manufacture sportswear of many kinds.

Their long reputation for high

value and honest dealing combined with the fact that they handle only the finest grade of nationally-advertised goods enable you to shop with confidence at

Dittrich—even if you don't know much about men's clothing needs. Because Dittrich motto of service is: "Our best salesmen are our satisfied customers."



Imported Sox \$1.50
\$1.75

For the Holiday Ahead.. FORMAL ATTIRE

THERE'S a subtle change in the lines of this winter's formal wear, so that for the man who cares about what he wears, black and midnight blue in correctly styled single and double breasted dinner suits, and tail-coats bring you up-to-the-minute in style.

TUXEDOS—D.B. and S.B., All Types
\$22.50 to \$32.50
FULL DRESS
\$32.50 to \$45.00

Tailored to Measure from \$33.00

Every purchase individually boxed ready for mailing or putting on the Christmas tree.

Suits . . . Suits . . . Suits

The Most Complete Line in Edmonton

We don't care if you've had years of trouble getting properly fitted. We have a model if you are SHORT and THIN—TALL and THIN—TALL and HEAVY—SHORT and HEAVY . . . in a great variety of fabrics in the newest shades.

\$19.50 to \$45.00
Tailored to Measure from \$26.00

SELECT A SPECIAL GIFT BOX

1 Shirt	\$2.00	1 Suit	\$2.00	Pyjamas	\$2.00
1 Tie	\$1.00	1 Tie	\$1.00	Dressing Gown	\$7.95
1 Pair Box	\$1.00	1 Pair Box	\$1.00		
1 Tie Clip	\$1.00	1 Tie Clip	\$1.00		
1 Handkerchief	\$1.00	1 Handkerchief	\$1.00		
\$5.00		\$7.50		\$9.95	

Winter O'Coats

GUARDSMAN, RAGLAN, CHESTERFIELD and FLY FRONT STYLES IN PURE WOOLSENS. Every wanted color and pattern in a complete size range.

\$17.50 to \$75.00

Mail Orders Promptly Filled

Dittrich
MEN'S SHOP
Smart Wear for Smart Men

10164 - 101st Street

A Biltmore Hat

"THE MASTER HAT OF CANADA"



- ★ Master Biltmore \$3.95
- ★ Royal Biltmore \$5.00
- ★ Prince Biltmore \$6.00
- ★ Lord Biltmore \$8.50

In all the Newest Styles and Shades

Dittrich
MEN'S SHOP
Smart Wear for Smart Men

"Hunting" Season And Birks Ready With Blue Box

CHRISTMAS is coming, and the "hunting" season is wide open, says D. A. Kirkland, manager of Henry Birks and Sons Ltd., Edmonton jewelers, and the major hint on everyone's tongue is "Something in a familiar Birks' blue box, please."

At Birks



D. A. KIRKLAND

Manager of Henry Birks and Sons Ltd. If you want a quality gift be sure and get the Birks' blue box.

Unusual Holders

Model T Ford springs are wonderful holders for large, thick Christmas candles.

As new as the tinsel on the Christmas tree and as lasting as evergreen are the Birks' Vanity Sterling sets, with their heritage of satisfying beauty. Made in a wide variety of exquisite designs, with superbly executed decorative hand-engraving and engine turning, the vanity sets will thrill many a feminine heart even in these blue times. A few pieces as an initial gift, the other pieces to be presented as gift occasions arise is a happy plan.

Styles obtaining in Vanity Sterling silver sets, made by Birks' own silver craftsmen, are Alexandra, Edgewood, Astride, Regency, Princess Elizabeth and a host of others including the latest models—Briarcliffe, Hampton, Countess Beaufort and Acadia. PATTERNS FOR ALL.

Shades of the silver guilds and Merrie England—all their charm and little of their cost are to be found in the richly alluring community plate in many perfectly charming patterns, some elaborate and some severely simple—a pattern for every taste and fancy.

Novelties abound in the famous jewelry shop at the corner of Jasper and 104 street. Costume jewelry, in copies of silver pieces, necklaces of great gold links, or quaint blue glass dangles from gold chains to make

Hatter



HOWARD HODGSON
popular manager of Smithbilt Hat Company, here.

intriguing bracelets, are but a few of the myriads of lovely pieces of jewelry.

And the young lady's ring finger will not go unadorned this year, with the gorgeous diamond rings available at Henry Birks and Sons, in white gold and yellow gold mountings. Perfect blue-white diamonds are available.

Army rings and heavy signet rings to suit the larger male hand invite attention, as well as the many various styles of watches which always are big items on shopping lists. Birks Challenger, Longines, Omega, Waltham, Elgin and Waltham have all enjoyed a long reign.

Women's watches come in the small cleverly designed styles in yellow and white gold, although yellow gold remains the favorite. Newest of all are the beeline model chain for ladies. Amusing and provocative, they are always perfect time-pieces.

LAMPS ADD CHARM

Lamps to add charm to any room, ranging from the distinctly modern to classical lines, or embracing boisterous lamp modelled on Dresden china patterns are in abundance.

For those with well cultivated tastes of wickerwork, the collection of light-weight but durable silkscreens, club bags and overnight bags are a joy and delight.

If the Christmas shopper is uncertain of what to give as thank-you gifts for delightful week-end invitations, and casual acquaintances, there are many and varied opportunities for finding oddments of rare and entrancing things ranging from British India carved wood tray sets, with beaded metal trays, cocktail sets, glassware, wall mirrors, wall plaques, and a wide range of superbly modelled pottery and china.

Envelope bags and pouch bags for the ladies, who never tire of such charming yet practical gifts, and compact and cigarette lighters and cases offer marvelous opportunities for satisfaction in gifts.

When in doubt, a stationery, and in the fine selections offered by Birks, the advice seems particularly sound. Heavy villon for men in white or tan, and the lighter weight, lawn and linen in soft shades, and envelopes lined in darker tone for the ladies, make the choice of a gift an easy one.

Then, when all the Christmas shopping is done, the last task remains—wrapping.

At Birks an ensemble delant includes tissue paper, white and patterned, in fascinating designs, ribbons, stickers, tags, in fact everything required to make your gift look the best yet.

And you may be sure that when the gift in the familiar Birks' blue box is opened the comments will be a source of satisfaction to you.

A device recently put on the market is a tail wheel brake for light planes. The new brake is an adaptation of the standard bicycle brake.

For the first six months of 1939, passenger miles flown are up approximately 34 per cent over the same period in 1938.

HAT CROWNS DROP A BIT FOR APPEAL

Rakish Headgear Goes Over Big, Smithbilt Hat Shop Reveals

Hat crowns have dropped a bit this year, slipped into the "telescope" and "semi-telescope" styles which give a rakishness and "devil-may-care" air that in making a huge appeal to the young man.

This is one of the latest big hat coup from the Smithbilt Hat Shop, the Edmonton store which has its shelves lined with the latest and "smoother" fashions for new Christmas headgear.

BEST GIFT

A new hat for Christmas, if not the best present a man or boy can get, runs the best such a close race that he better would give anything more than even money against it. In fact most would lay their money on the chassis and give eight to five against the field.

It took the Tyrolean hat to get college boys' minds off the notion that they would go bald, and made them definitely hat-minded. The Tyrolean still is in the top flight of popular styles but this year the telescope is considered it hard for front place.

Reason for the telescope's popularity is that the smart hat has now accustomed to the silhouette of the lower crown and wider brim and young men have been shaping their Tyroleans with more of the telescope's characteristics, lowering the front crown, spreading and rounding the rear crown.

Just there is no "sameness" of the new hats. They carry wide variety in shape, fabric, color, color-schemes, trim, bands and feathers.

"Ripe bowl colors" are a new fad, with such shades as Dunhill brown, brick green, ash grey and smoky blue.

NEW EFFECTS

The popularity of rough finish and pile fabric, topicals, "speared" the way for new effects in stitched cloth hats. A handsome number is of all-wood, weatherproofed napped cloth in camel hair color to go with pile fabric overcoats. It is made with one-piece crown and soft stitched brim that can be crushed and handled without losing its lines.

One of the most popular numbers has a wide band with bow at back and is styled with the crown both semi-Tyrol and telescoped. Off-colours are coming in, with contrasting hat and band tones.

Feathers and ornaments are in big favor because they increase the pleasure men find in adorning their heads, put a touch of adventure in even a conservative hat and give a man one of the few opportunities he has to express his whims and fancies by decorating himself with bright colors. FEATHERS MEAN FUN FOR HAT-WEARERS.

Besides hats, Manager Howe Hodgson at the Smithbilt shop is showing a large range of ski caps in all the approved styles and colors. The ski cap is practical. It's smart. It has become recognized as the one cap for all outdoor winter sports.

Trimming Beads

Many blouses, as well as dresses, have taken on color and novelty by means of embroidery or beading. No doubt in many shops we shall be able to find ready-made beaded motifs that we can apply to our garments. If you are expert in applying beads, this season offers golden opportunity to use your skill because we haven't had beading embroidery as fashionable as for years.

The new German ship, Dornier 17, is capable of attaining a speed of 280 m.p.h., and a range of 710 miles with 2,000 pounds of bombs.

STERLING IS SHOWING BIG SUITE STOCK

Furniture, Radios, Lamps Make Ideal Christmas Gifts

Living room furniture requirements this year highlight comfort with a happy combination of attractiveness in appearance as the monthlies, and Sterling Furniture Ltd. is showing a fine stock of suites in the most popular "pile fabric" type of living room appointments.

The Knobel five-star construction, employed by a firm noted for its fine craftsmanship in an upholstery since its foundation in 1898, offers the best in comfort and the precision of workmanship which is so necessary for complete satisfaction.

C. O. Tanner, Hardwood frame, streamlined, non-warped, new slatted seats with springs made of a high grade steel, and upholstered in heavy steel coverings, clean new fillings, spring-filled cushions and real Knobel craftsmanship representing over 46 years of manufacturing experience are all to be found in the Canadian made furniture.

With the widespread interest in world affairs, one of the best types of Christmas gifts within the range of average incomes is a radio. Westinghouse this year is featuring the Radiette, a model with 5-tube superheterodyne circuit, automatic volume control and attached speaker, comes in light and dark wood finishes and in the new ivory-white color.

Portable radios for outdoor folk are also featured at Sterling Furniture and the low battery drain makes it inexpensive to operate, and its rich tone quality pleasing. The handsome cases of the portable radios come in nutmeg-grain leather, or specially designed by McBrine, famous jug designer.

WIDE RANGE

Bedroom and kitchen suites, as well as studio lounges and desks and all types and designs are prominently displayed in the stock of the Edmonton firm.

The bedroom suites come in the walnut and medium wood finish with a few models in the new "bleach finish." Featured in the new lighter toned wood suites are the new dustless drawers, with a built-in division between each drawer, preventing dust filtering from one drawer to another.

A wide range of lamps are shown at the Sterling Furniture. Wall lamps, bridge lamps and the bookshelf lamps all have their individual appeal. Special new seven-way lamps are of particular interest, with a trill in the centre, three additional lamps and a night lamp at the flow base. These new seven-way lamps come in three finishes with gold, silver or bronze.

Kitchen furniture, which may be purchased a piece at a time, and which will be furnished in shades blending with the walls and fixtures of your kitchen, are attractive designs to be obtained from Sterling Furniture.

Wrapping Service

For the housewife who is the biggest blessing yet to come at this season is the gift-wrapping and wrapping-formalizing services which most stores offer. If you purchase the packages at the store, there is no charge, otherwise, there is a small fee, which usually you are very grateful to pay. The wrapping is much more attractive and done more quickly than most of us can do ourselves. Don't wait though until the very last moment.

It is rumored that Britain and France are considering the purchase of American planes, and flying them across the Atlantic.

thus saving six weeks in delivery time.

To make it easier for huge

It is estimated that 19 per cent of all the drivers involved in fatal accidents in the United States are guilty of speeding.

Confidentially

THE FAMILY

Two Furniture Gifts

STERLING

The store with the true Christmas spirit... full of overflowing with really worth while Christmas gifts.

DESKS

Knobel... make an exceptional fine gift. In matched walnut, center drawer bottom, divided sections in drawers for correspondence. As illustrated. A beautiful set. Special price \$39.50.

Smokers

Dozens of styles and designs... in chromium metal and beautiful matched walnut. Price start at \$1.65.

Mirrors

In crystal and plate glass, over 100 designs... all styles and all sizes. Priced from \$1 to \$19.50.

OCCASIONAL CHAIRS

Many beautiful designs and styles. Hardwood frames and many styles of upholstery. Priced from \$6.95 to \$29.50.

WESTINGHOUSE APPLIANCES FOR XMAS

SANDWICH TOASTER \$9.50
SANDWICH GRILL \$10.50
WAFFLE IRON \$7.95
TURNOVER TOASTER \$8.95
WARMING PAD \$4.95
TOASTER \$12.50
REFRIGERATOR \$12.50
REFRIGERATOR \$12.50

TOYS

Kidde Cars, Wagons, Tricycles, Rockers, Doll Carriages, Construction Sets, etc.

Direct Push-Button Tuning

Westinghouse Radios

This model (117) is really a marvelously complete machine, with a built-in speaker. To hear it is to buy it. Priced at \$114.95.

Gift Lamps

LAMPS of beautiful design add distinction to your home. Their artistic workmanship and the really decorative touch to any room. Lamp... one of the finest selections in the \$8.35 to \$11.75.

TABLE LAMPS

TABLE LAMPS complete with shade \$9.95
NOVELTY LAMPS \$1.95
LAMP NOVELTY \$3.25
LAMP NOVELTY \$3.25

Imported Lamps

Imported Lamps... complete with shade. Really very attractive. \$5.95.

Gift Tables

Walnut and Table, Coffee Table, Lamp Table, etc. \$2.25.

Imported Novelty Lamps

Just arrived from New York, complete \$2.25.

Wide Range of Real Gifts

Sewing Cabinet, Cellarette, Cushion, Footstool, Walnut Fernery, Magazine Rack, Telephone Desk and Chair, Genuine Walnut Book Cases.

STERLING FURNITURE LIMITED

Jasper at 98th Street

Phone 21666

Birks Vanity Sterling Silver Made in Birks Own Crafts Shops

Astrid \$10.00 3 Pieces

Lido \$22.50 3 Pieces

Eugene \$23.50 3 Pieces

Venise \$30.00 3 Pieces

Navarre \$32.50 3 Pieces

Priscilla \$20.00 3 Pieces

Marina \$32.50 3 Pieces

Lady Josephine \$40.00 3 Pieces

Carleton \$28.50 3 Pieces

Helena \$30.00 3 Pieces

Regency \$45.00 3 Pieces

Edgewood \$35.00 3 Pieces

Arlene \$32.50 3 Pieces

Princess Elizabeth \$25.00 3 Pieces

Open Evenings until 10 p.m. Dec. 16th, 22nd, 23rd.

Gracious Gifts For Christmas Offered At Army and Navy

GRACIOUS gifts, gifts unrivalled for value and distinction, gifts of splendor that do not strain the Christmas shopping budget, displayed in the warmth of the real spirit of Christmas, can be purchased at the Army and Navy Department Store Ltd., 101 street, at prices that will meet every pocketbook and give entire satisfaction to the purchaser and delight to the recipient.

In the many departments of this store your Christmas shopping problems can be solved. Here you can purchase that delicate lingerie, the gleaming silver house robes and lustrous wraps, the useful stockings, the latest in Paris and New York dress and coat models, perfumes, ladies toilet sets—in fact gifts for the family and the family's friends.

Quality gifts as exciting to give as to receive, each item is stamped with the insignia of quality of the Army and Navy Department Store and is priced to meet a modest budget in conformity with the store's policy of "two ways to save" are on display in the brilliantly lit and brightly decorated 101 street store.

YULE SPIRIT
Warmth of the real spirit of Christmas will be felt by shoppers at this store. Gift boxes and holiday-paper-wrapped packages can be yours for the asking, a thoughtful, full service from the management to the store's patrons. Gifts of your dreams can be purchased in all departments on the store's three floors from clerks who carry their customers the good cheer and happiness of the Christmas story—that message of "Peace on earth, goodwill to men," which resounded through the world 2000 years ago that first Christmas morn.

You can be the prince of givers by participating in the splendid gift values that are on display at the Army and Navy. Here you can get gifts that will do you good for life, gifts unrivalled for value and distinction. The Merry Christmas bargains at this store and feel the warm glow of giving you would like to get yourself.

The Army and Navy Store's range of merchandise enables shoppers to purchase the perfect and inexpensive gift for friends. In this store you will find the solution to your Christmas gift shopping problem.

A large assortment of presents of every description is carried in all departments. There are gifts for father, mother, little brother and sister, relatives and friends to be had at Army and Navy pocketbook saving values.

LINGERIE DEPARTMENT
Gleaming silk and satin lingerie for young and old, dainty pyjamas, house coats of beautiful designs and brilliant color, scarves and parkies etc., the ever-acceptable silk stockings, dainty gloves, and a thousand and one other acceptable gifts are on display in the huge lingerie department.

In the dress department the latest Paris and New York models are to be had at specially low Christmas shopping prices. Here are on display a large range of winter coats, warm and serviceable.

Now are the children forgotten in the Christmas activities of the great shopping centre. The latest in toys are on display. Dolls are available at prices that will enhance their pretensions or make their doll appearance even more comely. You can purchase a football, either soccer or rugby, basketball, badminton, croquet and shuttlecocks at prices which would make it advisable to shop for toys to participate in this special shipment of merchandise brought in for the Christmas season.

Reindeer Trek
The world's greatest reindeer sled started on Christmas, 1920, and lasted five years. Andrew Bahr was the leader of this great livestock migration which started from Baldwin Peninsula in Kotzebue Sound and ended in Akavik, Yukon Territory, a distance of 1,200 miles across uncharted northern wastes.

Christmas Carols
Break forth, O beautiful heavenly light
Break forth, O beautiful heavenly light
And usher in the morning;
Ye shepherds shrink not with fright,
But hear the angels' warning—
Perhaps the best known of the many Bach Chorales is this from his Christmas Oratorio. Endowed with the religious spirit inherited from his peasant forebears, he was able to transfer the old hymn to a beautiful harmonization. Words by Johann Bach were first published in 1661.

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See Him



N. S. TWITNEY
Manager of Army and Navy Store, who'd like you to drop in and see him about the store's wide variety of Yule gifts.

Blanched Almonds

An easy and successful way of blanching almonds for your Christmas candy is accomplished by placing the shelled almonds in a saucepan, cover with cold water and bring to the boiling point, then remove from heat. Drain and run cold water over them. Turn on a coarse cloth and rub off the outer skin.

The takes now paid annually by motorists in the United States exceed the total tax paid each year by everybody in the whole country in the horse-and-buggy days.

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GIVE HOUSEWIFE MAYTAG WASHER FOR CHRISTMAS

One of the finest gifts in the world for the charming lady who runs your household this year is a Maytag electric washer, the low-priced home-laundry that is built with precision and quality in every part.

The Maytag garage principle of washing gently and speedily cleanses the garment while the famous divided wringer is equipped with instant tension release, replacement to working position with ball-bearing, flexible rolls.

At the right height, the auto-type shift lever always within easy reach, starts or stops the washing action. Quiet, completely enclosed power drive, needs no oiling and has V-belt pulley and full size one-quarter horse-power motor.

Parade of value, beauty, quality and durability is shown in the following Maytag features of model 191 A-B, in the wringer, self-adjusting tension springs, anti-gers stronger than steel, entire wringer placed to prevent rusting, wide opening finger bearing mounted, lever wringer roll especially marked for relation, mounted in all-steel bearing, automatic drain board.

In the body of the washer these points are to be observed by the prospective buyer: non-slip rim on tub, heavy steel lid coated with lead to make rustless, large specially constructed tub, heavy steel, deep-skirted chassis to protect all workings under the machine, oil-less, silent, rubber-mounted motor, belt-drive, gear-drive, water action, special design of power unit, built right-angled straight across the chassis like an automobile frame.

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Ready!



CHARLES PODERKAY
manager of the Army and Navy meat department who is showing one of the largest displays of fine quality Christmas poultry in Western Canada. A staff of expert experienced butchers and wrappers will be on duty at the A. & N. meat department from now until Christmas to assure customers of the very best possible service.

Statistics show that the average length of an automobile's life is now 7.7 years and the extreme life is 16 years.

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Christmas Menu

BREAKFAST—Grapefruit and red cherry fruit cup, corn omlet, little hot chocolate with cinnamon apple rings, toast, preserves, coffee or hot chocolate.

DINNER—Oyster cocktail in green pepper sauce, roast turkey with water chestnut stuffing, raw cranberry relish, mashed potatoes, sliced mushrooms, braised sprouts, dressing with barbe sauce, endive, flaming plum pudding with brandy sauce, coffee.

SUPPER—Sliced cold turkey, salad bowl, of tomatoes, Calamari and celery, hot cornbread, relishes, chocolate cookies and fruit cake, coffee or hot spiced cider.

Christmas Of 1774: British Soldier Is Shot For Desertion

A note from the diary of a Lieutenant Barker, British officer stationed at Boston, Mass., for Christmas, 1774.

Bad day, continued now until evening, when I turned out with my rifle and shot a deserter of the Tenth who shot for desertion, the only thing in remembrance of Christmas Day.

There are now more than 1,000,000 automobile trailers registered in the United States.

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There are now more than

 <p>China, Sleeping 8-INCH DOLL</p> <p>With hair, attractively dressed in silk dress and bonnet. This little girl is a real fish beauty!</p> <p>25c</p>	 <p>Sleeping SCOTCH DOLL</p> <p>With hair, in full size attire. Plaid suit and velvet slippers.</p> <p>25c</p>
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The Schick ink theme, too only		8 inches long	
Spinning Tops	Large Tops	Bingo	Bugles or Saxo- phones
2-inch.....	80c Value	Set of 30 Cards	12 inches. You can play real tunes, and only
4-inch.....			
5c	39c	35c	25c
			Automatic Telephones That Ring
			25c
GAMES FOR YOUNG AND OLD			

[illegible]

Block Sets 15c	Large 35c BLOCK SETS 23c	Scout Knives 15c 3 Blades and 3 Tools	POCKET Tool Set 15c 1 Hammer, Screw Driver, Bradawl, Countersink	Mouth Organs 5c
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<p>Thousands used for Xmas Trees</p> <p>Mystery</p> <p>GRAB</p> <p>BAGS</p> <p>Every bag worth from 20c to 50c. ...</p> <p>10c</p>	<p>Heavy Ivory</p> <p>Enamel-ware</p> <p>Potato Pots, with Spout. London Kettles Handled Covered Pots, 5-qt. Value to \$1.40—Your Choice</p> <p>89c</p>
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TOOL SETS

MAKE IDEAL CHRISTMAS GIFTS
These are real tools—not just toys!

No. 1—Complete of 1 Coping Saw, 2 Ex-
tra Blades, 1 Pry, 1 Hammer, 1 Nail
Hammer, 1 Gimlet for making holes, 1
Block Hammer, 1 Try Square, 1 Pencil.
\$11.35 Value. Complete Set. **\$1.39**

No. 2—Complete of 1 Block Plane, 1 Nail
Hammer, 1 Nail of 16 in., 1 Carpenter's
Pencil, 1 Long Blade Saw, 1 Coping Saw,
1 Hammer, 1 Pry, 1 Gimlet.
\$23.15 Value. Complete Set. **\$1.99**

Set No. 3. Consists of

1 Good Nail Hammer, 1 Block Plane, 1 Fine
Quality Saw, 1 Try Square, 1 Bit Brane, 1
Block Hammer, 1 Carpenter Pencil, 1 Coping Saw
and Blade. Complete set packed neatly in
wooden box.
\$23.15 Value set. **\$2.99**

All These Tool Sets

Are packed in cardboard boxes.
No. 1 and No. 2. Beautiful design in Wood
Wonder Box with sliding top. **15¢**
No. 3. Value extra at **15¢**

Christmas Cards

Worth \$2 to 10c for

4 for 5¢

BOX OF 12 FOR 12c

Christmas Tree Lighting Set

Complete Set 8 Fancy Tree
Lights (Hydro approved)
Ready to plug in.
The set delivered **45¢**

CHRISTMAS TREE LIGHT
BULBS. Assorted
2 for 5¢

School Paints

8 Colors and Brush in
Fancy Boxes

8c

Delivered




<p>Snap g Skin, urse</p> <p>10c</p> <p>Delivered</p>	<p>Tobacco or Change Purse</p> <p>Zipper Opener</p> <p>10c</p> <p>Delivered</p>	<p>Susie the Magic Doll</p> <p>For the Little Dress- maker - Shoes, Socks, Coat, Hat, Collar and 6 Dresses.</p> <p>15c</p> <p>Delivered or Extra</p>	<p>Fancy Glass Stemware</p> <p>Wine Goblets, Goblets, Cocktail Glass, Sherbets. Values 35c.</p> <p>15c</p>
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Beautiful LARGE Mirrors

18 inches, round and square shapes. Neatly designed and set in glass, with the new Marmite set. Metal hanger. A snap!

\$1.35

full length DRESSING MIRRORS, as above, 36 inches, 11 1/2 x 14 inches. **\$1.99**

Pens Fountain and Ever-Ready Pen!



THE SET

Only...\$1.50

Delivered

Bargains In

Electrical Appliances

Electric Irons, nickelplated, full size, guaranteed, **\$1.69**
per year

Electric Toasters
Beautifully finished. Turn a silver Toaster. **\$1.69**
Guaranteed

Electric Heating Pads. A beautiful "Kitty pad". Guaranteed. **\$1.99**
Aluminum Electric Percolators. Also not guaranteed for 1 year. **\$1.99**
A snap

See the Fine Selection of Electrical Appliances on display.



Electric Sandwich Toasters

Worth \$3.00

\$1.95

Electric Sandwich Toasters

Worth \$3.00

\$1.95

Do Your Christmas Shopping Early!

PAGE NINE

Edmonton Bulletin

EDMONTON, ALBERTA—THURSDAY, DECEMBER 14, 1939

Edmonton Stores Are Ready to Serve You

FOURTH SECTION

Unloading Sale Now Shoppers' Bargain Christie Grant's

CHRISTIE GRANT'S LTD., the department store that sells for less, is displaying its annual fine range of goods this year with the added attraction of an "unloading sale" to gladden the hearts of Christmas shoppers.

Fashion Flowers

Never before have flowers had so important a place in the winter fashions as this season. They are most often made of velvet and are worn at the bust line, neckline, in the hair and at the back waistline. Entire muffs, also hats, are made of flowers. A flower hat and flower-trimmed gloves with a dark dress make a decidedly pleasant ensemble to see as well as to wear.

Christmas Carols

The popular "unloading sale" which began recently will continue until Christmas time to ensure the greatest opportunities to each and every customer of the downtown store.

Purchasers from the city and from nearby districts know there is no need to hunt for bargains in Christie Grant's because every article of merchandise is offered at a bargain price. Many clerks, all trained to give efficient and courteous service, are on hand to assist purchasers, and expert advisers will welcome an opportunity to aid the undecided customer in the selection of suitable gifts.

The popular "unloading sale" which began recently will continue until Christmas time to ensure the greatest opportunities to each and every customer of the downtown store.

For the man of the house there are smart topcoats, men's suits, smartly draped and ensuring perfect fitting with good cuts and interesting new patterns, shorts, ties, socks and scarves, hats and caps.

Edmonton men, members of the city's army forces, will find particular interest in a wide range of civvies available, which make perfect gifts.

For ladies, Christie Grant's offers an inviting collection of coats, plain or fur-trimmed, dresses in evening gown or afternoon frock styles, with all the latest styles and the newest shades; hats galore, that include perky models with silver fox trim, or the always-good tailored models; shoes that are practical and hard-wearing; or the interesting not-so-ensemble but still hard-wearing types.

Boys and girls and the youngest ones can all be outfitted from head to toe at Christie Grant's Ltd. and a glance around will persuade you that closer inspection will bring to light many gifts of wear.

Music Gifts



WILLIAM STRACHAN, manager of Heintzman and Co. Ltd., which handles a full line of musical supplies. There are a thousand gift suggestions in the store.

ing apparel that are just as good looking as they are practical. Christmas gifts of feminine and masculine accessories, too, crowd the counters of Christie Grant's, with dressing gowns, toilettries, toilet sets, handkerchiefs and all the other things that will help to make this Christmas the best ever. Wool for knitting are to be found in the basement of the popular store.

There is also a good range of china and glassware, with styles that will appeal to every member of the family. And while you're in the basement, why not pick up on those many things of quality that sell for less in the food department.

Nuts, raisins, cherries, citrus, spices and all the things that go to the making of a good Christmas cake are on the shelves of the food department.

Christie Grant's Ltd. has stood the test of time, and its customers know that it is the place to get the best quality for the least cost.

The average retail price of gasoline on Oct. 1, 1939, was 12.52 cents per gallon as compared to 12.28 cents on Sept. 1. Texas average 8.42 cents a gallon.

HEINTZMAN IS READY TO AID MUSIC LOVERS

Gift Certificates Available Now For Yuletide Shoppers

Combining beauty and refinement of tone with striking new stylings and design the Heintzman and Nordheimer pianos now on display at the Heintzman & Company, Limited, store on the south side of Jasper Avenue, between 191 and 193 streets, have attracted great attention from music lovers everywhere.

Besides the beautiful grand pianos there are the new, smaller upright, model-making examples of the modern piano-makers' skill in creating a compact piano of compelling beauty without any sacrifice of tonal quality. These will make beautiful gifts for any home where good music is appreciated. They may indeed, be a gift of lasting value.

These new radios incorporate in their construction, design and tonal reproduction qualities all the advances that scientific research has been able to suggest for their improvement, including the attachment which will permit their easy adaptation for television.

Then, too, of interest to radio owners will be the efficient little machines which enable you to play phonograph records through your own radio.

Housewives will welcome the gift of a new built-in-made Comor washing machine. These new washers incorporate many exclusive features in their design which turn wash day into a wash hour. But beneath the attractive color designs which make their appearance so distinctive is hidden a ruggedness of construction which enables the company to sell them with a 12-year guarantee of trouble-free service.

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3 Islands Named "Christmas": All Under British Rule

There are three Christmas Islands.

One is in the Indian Ocean, about 190 miles south of the west end of Java, colonized in 1907 from the Cocos-Keeling Islands, chiefly for the purpose of working valuable beds of phosphate of lime. It is under British control and administratively belongs to the Straits Settlement.

Another Christmas Island is a large, low stool in the Pacific Ocean. It was discovered by Captain Cook in December, 1777, and also belongs to the British government.

The third Christmas Island is in the Lillie Brax d'Or, Cape Breton, Canada, thirty miles southwest of Sydney. Its population is 2,000.

Silver Is Ideal For Presents

For someone on whom you would like to make a lasting impression, we can think of no better suggestion than that: Why not spend your silver for gifts? Gifts of silver are gifts enduring and you can spend as much or as little on them as you please—they will still be impressive. Today there are a host of modern inspirations in silver and in the new metals that simulate silver, so that whether you are moved to choose a whole set of flatware, a handsome dish, a coffee service, candlesticks or a centerpiece bowl, you are sure to find something interesting and rich looking. And when you select silver choose it conservatively as you would any lifetime gift.

During the first seven months of 1939, Canada spent \$1,500,000 on imports and exports.

I SAW THREE SHIPS
I saw three ships come sailing in,
On Christmas Day, on Christmas Day,
I saw three ships come sailing in,
On Christmas Day in the morning.

Landse by the sea have long had their legendary folk-lore of Christmas ships bearing gifts just as in hill towns there are shepherds and wanderers. In Greece, it is said St. Basil was provided with a ship for use at Christmas in the manner St. Nicholas uses a reindeer sled in the north. This traditional carol dates to the 14th century.

8 Shopping Days Till Christmas



A GIFT THAT WILL LAST A LIFETIME

An ordinary piano lasts only a few years, a Heintzman lasts a lifetime. For that reason it appeals irresistibly to the careful buyer.

When you choose a Heintzman you are providing the world's best piano for the musical enjoyment of your children and your children's children.

And we extend to you such an easy payment plan that the slight additional cost is forgotten in the enjoyment of your Heintzman Piano.

Make this Christmas a joyful memory throughout your whole lifetime by giving a Heintzman. There is a style for every room.

EASY TERMS ARRANGED

Yr. Olde Firm
HEINTZMAN & CO.
HEINTZMAN HALL (Open Saturday till 10) 1019 JASPER AVE.

CHRISTIE GRANT'S PRE-CHRISTMAS

BEGINS FRIDAY, DECEMBER 15th TO SATURDAY, DECEMBER 16th

Dill Pickles Larger, 18-oz. jar American Golden Star Sale 75c	Pure Jam Nelson's Plum 4-Lb. Tin 35c	Salada Tea Yellow Label Lb. Pkt. 55c	Coffee Red Rose 3-Lb. Chest \$1.25	SUGAR Granulated, 20 lbs. Yellow Sugar 27c	Icing Sugar No lumps, 4 lbs. 26c	Cocoa Nut Pure Case, 1 lb. 21c	Walnuts Shelled, Light Amber, 1 lb. 27c	Select Dates Choice, 1 lb. 29c	Choice Prunes Choice, 1 lb. 29c	10 lbs. 90c	Salmon Clover Leaf Pink, 1 tin. 40c	Sardines Tongue, 1 tin. 55c	Chicken Haddie Tully Brand, 3 tins. 40c	Kipper Snacks 3 tins. 25c	Salmon Pure Case, 2 tall tins. 35c	Potted Meats Medium, 3 tins. 55c	Dills, Dyon's Large, 1 tin. 22c	Hershey's Cocoa Large, 1 tin. 39c	Pork Sausage Shamrock, 2 tall tins. 39c	Carnation Milk Full fat, 1 tin. 39c	Molasses Family Brand, No. 1, 4 lbs. 33c	Minced Meat Dixie Brand, 2 lbs. 29c	Malt Top Hat, 25-oz. tin. \$1.39	Maple Syrup Pure "Camp", 16-oz. jar. Domolco Molasses Per Table Size Size 2 tin. 25c							
Glaze Cherries 1 lb. pkt. 50c, 2 1/2 lb. box 19c	Currants Fresh, Moist 27c	Raisins Light, Seedless, 1 lb. 7c, 4 lb. 49c	Pineapple Rings Assorted, 4 pks. 25c	Seeded Raisins Large, 1 lb. 2 lb. 33c	Swans Down Cake Flour 25c	Grape Juice Welch's, 16-oz. bottle. 27c	Shortbread Baker's, 1 1/2 lb. box 33c	Table Salt Assorted, 1 lb. 25c	SHAMROCK LARD 1 lb. 2 lb. 4 lb. 25c	READY COOKED DINNER CHILI CON CARNE, Beef Stew, Corned Beef, 2 tins. 27c	Almond Paste 16-oz. pkt. 19c	Roger's Syrup Choice, 5-oz. jar 37c	Table Figs 16-oz. pkt. 19c	Sugar B.C. Cane or Beet 10 lbs. 72c	Apricots Berryland 14 oz. 2 tins 25c	Table Salt 1 lb. bag 19c	Corn Flakes Kellogg's, 8 oz. 1 3/4 lb. 23c	Custard Powder Mons. & Co. 1 1/2 lbs. 29c	Jelly Powders NABO, 8 oz. 1 3/4 lb. 29c	Minute Tapioca 1 lb. 2 lb. 10c	Green Peas Crown and Yellow, 1 lb. 25c	Flavoring Vanilla, 16-oz. jar 35c	Loganberries B.C. Cane or Beet 10 lbs. 72c	Ginger Snaps 2 lbs. 29c	S'low 'ch Biscuits 1 lb. bag 39c	GREEN TEA 1 lb. 2 lb. 55c	BLUE RIBBON COFFEE In Glass Sealers, 1 lb. \$1.25	Lifeguard Soap Yell. Palm, 1 tin. 20c	Life Guard Soap Yell. Palm, 1 tin. 20c	Carney Soap Yell. Palm, 1 tin. 25c	Apple Cider Allen's, in glass decanter 29c
Mixed Nuts Brazil, Pecans, Almonds, Walnuts 2 lbs. 39c	5 lbs. 95c	FRESH ROASTED PEANUTS 1 lb. 2 lb. 28c	LARGE BRAZIL Washed, 1 lb. 2 lb. 39c	WALNUTS Washed, 1 lb. 2 lb. 45c	Pecans California Large, 1 lb. 2 lb. 22c	FILIKERS Large, 1 lb. 2 lb. 39c	POPPING CORN Large, 1 lb. 2 lb. 25c	Pop Corn Snow White, 16-oz. pkt. 9c	QUALITY MEATS Side Bacon 25c Shoulder Picnics 89c Bacon Jowls 15c Skinless Wieners 2 Lbs. 39c Chopped Suet 2 Lbs. 25c Back Bacon 35c Cottage Rolls 95c	Fruit Department Jap Oranges 97c Cranberries 22c McIntosh Apples \$1.85 Wagner Apples \$1.75 Delicious Apples \$2.00 Crisp Celery 15c Apples \$1.65	Soap Flakes 1 tin 25c 3-lb. Box 25c Floor Wax "Home Brand" Glick's Product Lb. Tin 23c Cleaner Royal Crown 4 Tins 19c Witch Hazel Soap 25c																				

CHRISTIE GRANT'S
DEPT. STORE
1019 JASPER AVE.

Kresge's Store Has Many Bargains For Holiday Shoppers

KRESGE'S—Edmonton's big, family store with the wide aisles—celebrates its second Christmas in business here by offering to the Christmas shoppers bargains in a wide and attractive range of low priced gifts specially arranged for the holiday trade.

No matter what you are or what your special shopping problems are you'll find the answer to many of them on Kresge's many brightly decorated and contrastingly arranged counters—and some of you will find that you can do all your Christmas shopping right within the confines of its four friendly walls.

Specially featured this season are specially designed and selected gift sets of a variety of nationally known lines attractively wrapped in cellophane and intended especially for younger folk who are shopping for grandparents, mothers, fathers, and older siblings and brothers. Clients have been specially instructed to give every attention to beautiful gifts helping them to find gifts that will be acceptable and suitable at prices within their means.

ENGLISH CHINA

Of interest to discriminating shoppers will be the new line of genuine English bone china at prices amazingly low and available only at Kresge's. These buyers were able to purchase them at special prices.

In this line too will be found fine glassware manufactured in Poland and great Italian pottery of exceptional quality and beauty—sets and pieces which would lend grace and dignity to any table no matter by comparison with the finest bric-a-brac.

In the spotlight will be found the Christmas card section which attracted so much attention last season and is causing even more this year. In this special department are the brightly and appropriately designed cards of English design and origin including a series based on incidents in Dickens' stories. These cards offered at Kresge's are of a quality which will be treasured by them to even the most fastidious.

HANKIES PLATTERED

Sharing the limelight in high value is the handkerchief section which is also designed to provide attractive but inexpensive presents. Here will be found a wide selection of high quality linen and embroidered and lace decorated handkerchiefs for both men and women.

Another department which won many friends for Kresge's last Christmas for the wide selection of materials and the attractive price range was the waxed paper supplies section. It is a department where Kresge's have featured for many years in their stores across Canada and which reflects the attention which it has received.

Literally hundreds of varieties of fancy ribbons and corner papers and packages including colored cellophane and cellophane, special decorations of silver, gold, green, red and other bright and attractive colors are on display. On this counter will be found materials which enable the most imaginative and careful Christmas parcel-wraper

NORTHERN IS HEADQUARTERS FOR HARDWARE

Electrical Appliances, Tools, Sports Goods For Gifts

You'll find Mr. and Mrs. Christmas shopper, that it will pay you to visit the Northern Hardware Limited, situated on the west side of 101 street just opposite the 101A Avenue intersection, for they have literally hundreds of gifts for the holiday trade.

For the children they have the famous Morris electric trains and the Meccano construction sets—both standards of high quality for years. And besides these there are dozens of various kinds of interesting, interesting and exciting mechanical toys that are bound to bring pleasure to any lot. Selected games and dolls are also included in the toy department.

WELCOME GIFTS Mother will be particularly interested in their stock of McCarty ranges, General Electric washers and electric refrigerators, while a Majestic radio would make a handsome and welcome addition to any home.

Still like to look over their display of the fascinating new prex kitchenware which has become all the rage in the past year. Then, too, the store carries a full line of Hotpoint and Breville.

And are prepared to give customers courteous, prompt and efficient attention and service. The store itself, with its wide aisles, covered by the special holiday decorations is a veritable wonderland where Christmas shopping becomes an exciting experience instead of a tiring and weary chore.

to include in the widest flights of his or her creative imagination.

TREE DECORATIONS

Closely associated with the wrapping supplies department is the tree and home decorations section including the electrical displays. This is another of the seasonal departments which have received special attention, with the result that a complete line of every available kind of decoration may be obtained at a reasonable price. From stars for tree-tops, electric candles, sparklers and delicate, gleaming ornaments to the many varieties of colored lights and electric wreaths, the department presents a series of attractive surprises.

The holiday season also focuses attention upon the candy section which has also prepared for the Yule demand for sweets and treats. Modern candy cases keep the candies fresh and clean while the sweets themselves are just as tasty as they are attractive. If you are planning to enter your own plans to overlook the specialists that Kresge's are featuring for the Christmas season. And if you are planning only limited purchases for your own enjoyment—then you'll find more for your money in Kresge's laster candies.

Christmas and toys are practically synonymous and in the Kresge store Santa Claus has a real helper. From tiny delicately finished dolls to sturdy toys for husky youngsters the toy department holds something of interest for everyone. Modern science has brought new perfection to miniature toys and mechanical marvels continue to attract enthusiastic buyers.

The staff of the store now have a year's experience behind them

and electrical appliances which do so much to lighten mother's work about the home and make housekeeping so much easier and interesting.

Specially featured this year for older boys and their dolls are the Northern Hardware's tool sets specially made up out of the store's stock of high grade tools and placed in strongly built chests so that they won't be lost or damaged.

Woodworkers, or those home-carpenters who take their work seriously, will be interested in the store's selection of electric and motor driven tools of the Delta type. A full line of accessories is also carried.

SPORTS SUPPLIES

Spartan and sportsman have long made the Northern Hardware their headquarters for they carry a full line of sporting goods and clothing and equipment.

All goods are backed by the store's reputation for giving reliable service and handling only high quality merchandise so that shoppers can buy with confidence, knowing they are getting the best their money can buy.

N. H. YOUNG OFFERS FINE GIFT VALUES

Centrally and conveniently located at 10111 street, N. H. Young, Limited, offers Christmas shoppers a wide variety of jewelry and fine silverware at prices which will meet the approval of all shoppers.

Spotlighted by the Christmas season is the large assortment of ladies' and gentlemen's rings featuring by real gems specially cut to show their beauty and set in hand-wrought settings which are the pride of the world's finest jewelers.

During the years they have been in business in Edmonton, Young's have received special attention for their large selection of diamonds.

TEA ROOM TO REMAIN OPEN FOR SHOPPERS

Kresge's Plan Special Lunches for Late Shopping Nights

Good news for shoppers is the announcement that Kresge's Fountain Tea Room will remain open until 10 p.m. on Dec. 18, 22 and 23. This will make it possible for Christmas shoppers to enjoy the delicious special dinners which have made so many friends for Kresge's during the first year they have been in business in Edmonton.

Situated in the southeast corner of their big new, modern store in the heart of the shopping section of the city, the Tea Room is the ideal place for shoppers to have a cup of coffee or a light snack while they rest a moment and go over their lists—not only on shopping nights, but every afternoon.

Conveniently reached through specially-wide aisles in the brightly-lighted and air-conditioned store, the comfortable chairs, the soft music and tasty refreshments, will make a moment spent here really refreshing.

—Blue-white stores of the highest quality—and it is the fine reception these stores have received from the public which has earned the store the right to use the slogan "Young's Quality."

Young's have established a reputation in the community for selling quality goods at prices that challenge all competitors.

Out-of-town customers are invited to write for Young's catalogue. Mail orders will be promptly filled.



The gift of a DOLL is always certain to bring cheer to our little girl. These Dolls are 18 inches tall, attractively dressed in two-color costume.

DOLLS 29c

The gift of a DOLL is always certain to bring cheer to our little girl. These Dolls are 18 inches tall, attractively dressed in two-color costume.



Table Tennis Set, each 35c

Large Floor Croquet Set, each 35c

American Building Blocks of wood bricks or blocks, set 35c

HANDKERCHIEFS

Men's Initial Handkerchief 10c

Men's Pure Irish Linen 10c

Men's Fine White Handkerchief 10c

Men's and Boys' Colored Border 5c

Men's and Boys' Plain White 5c

Men's and Boys' Initial 5c

Ladies' Pure Irish Linen 4 for 25c

Ladies' Sheer Spun 5c

Ladies' Organdy 5c

"Mother" Handkerchief 5c

Ladies' Dainty Floral 5c

Children's Handkerchiefs 3 for 10c

GIFT NEEDS

Christmas Tying Ribbon, 12 yards 10c

Organdy Cushions for Embroidery 10c

Nut Pick Sets 25c

Table Mat, plaid, 5 piece 25c

Child's Knife and Fork Set 25c

Hand Made Rayon Dollies, 18 inch 10c

JEWELRY

Three Strand Gift Beads 35c

Beautiful Box Rings 25c

Box Pendant, gift frame 25c

NOTIONS

Pipes, straight and curved stems, each 25c

Kiddies' Purses, various colors 35c

Fresto-Matic Hair Curler, quick action 35c

GLASSWARE

Genuine Italian Pottery Vase 25c

Bone China Cups and Saucers 25c

Modernistic Table Centres 25c

Polished Wood English Plaque 5c

CANDIES

Christmas Mix 1 lb. 15c

Candy Canes 5 for 5c or each 5c

Christmas Candy Stockings 5c, 15c and 25c

Chocolate Santas 4 for 5c, each 5c

Boxed Chocolates Each 25c

Log Cabin Chocolates 1 lb. 25c

Nelson's Macarons 1 lb. 30c

Chocolate Coated Peanuts 1 lb. 25c

Creamy Fudge 1 lb. 25c

French Creams and Gums 1 lb. 15c

MEN'S SCARFS

English makes, soft woven fabrics. Beautiful colors.

25c

MEN'S TIES

A galaxy of color and style. Resilient (made to resist creasing).

25c

HANKIES IN GIFT BOX

Box of four handkerchiefs, assorted Handkerchiefs. A practical gift for Milady.

25c

CHRISTMAS CARDS

A beautiful varied assortment and, of course, at popular prices.

5 for 5c AND UP

PERFUMES

Never have Perfumes been more varied and desirable as this year's selection. Well known makes: Coty's, Jergens, Rosal.

10c to 25c

Open Until 10 p.m.

It will remain open until 10 p.m. December 18th, 22nd and 23rd.

COUNTRY SHOPPERS—Write us early for your Christmas requirements and we will mail promptly.

"Your Money Buys More at a Kresge Store"

For Your Holiday Needs Shop at KRESGE'S Bright New Store!

Thousands of



At Money-Saving Prices

Girls' 18" Unbreakable Doll, each 29c

Bubble Sets with Pipe, each 15c

Doll's Flannelette Pyjamas and Sleeping Blankets 25c

LARGE Plush Monkey 35c

Doll's Bath and Toilet Set 10c

Children's Glass Dish Sets, each 29c

Cardboard Suitcases, Boys' Bird Target Set with Gun 29c

Mechanical Train Swallow 35c

Assorted Heavy Metal Trucks, each 49c

Lane Ranger's Target Set 45c

Colorful Inflated Rubber Balls, each 29c

Shovels, each 29c

All Rubber Baking Cans, each 40c

Southern Ranger Gun Holsters, each 29c

Metal Toys, a wide variety, each 19c

Hunk and Ladder 15c

Rubber Autos and Aeroplanes, each 19c

GAMES

Chinese Checkers, complete with marbles, 35c

Boys and Girls' Novels and Classic Books, each 29c

Mechanical Turntables 29c

HANDKERCHIEFS

Men's Initial Handkerchief 10c

Men's Pure Irish Linen 10c

Men's Fine White Handkerchief 10c

Men's and Boys' Colored Border 5c

Men's and Boys' Plain White 5c

Men's and Boys' Initial 5c

Ladies' Pure Irish Linen 4 for 25c

Ladies' Sheer Spun 5c

Ladies' Organdy 5c

"Mother" Handkerchief 5c

Ladies' Dainty Floral 5c

Children's Handkerchiefs 3 for 10c

GIFT NEEDS

Christmas Tying Ribbon, 12 yards 10c

Organdy Cushions for Embroidery 10c

Nut Pick Sets 25c

Table Mat, plaid, 5 piece 25c

Child's Knife and Fork Set 25c

Hand Made Rayon Dollies, 18 inch 10c

JEWELRY

Three Strand Gift Beads 35c

Beautiful Box Rings 25c

Box Pendant, gift frame 25c

NOTIONS

Pipes, straight and curved stems, each 25c

Kiddies' Purses, various colors 35c

Fresto-Matic Hair Curler, quick action 35c

GLASSWARE

Genuine Italian Pottery Vase 25c

Bone China Cups and Saucers 25c

Modernistic Table Centres 25c

Polished Wood English Plaque 5c

CANDIES

Christmas Mix 1 lb. 15c

Candy Canes 5 for 5c or each 5c

Christmas Candy Stockings 5c, 15c and 25c

Chocolate Santas 4 for 5c, each 5c

Boxed Chocolates Each 25c

Log Cabin Chocolates 1 lb. 25c

Nelson's Macarons 1 lb. 30c

Chocolate Coated Peanuts 1 lb. 25c

Creamy Fudge 1 lb. 25c

French Creams and Gums 1 lb. 15c

PERFUMES Never have Perfumes been more varied and desirable as this year's selection. Well known makes: Coty's, Jergens, Rosal.

THE "NORTHERN" Offers You MONEY SAVING GIFT VALUES

FOR THE WHOLE FAMILY FOR THE BOY!

What Better Gift Could You Choose?

TOOL SETS

These sets are made up of first quality tools from our regular stock, and will give years of useful service as well as educate your boy in the line of woodcraft.

Every set complete with chest and priced from only \$4.95

ELECTRIC GIFTS

For the Home — Special Values

Waffle Irons \$4.95

Toasters with cord \$2.98

Irons \$2.95

Coffee Makers \$4.95

Also a large selection of leading Canadian-made appliances available for gift suggestions.

SEE OUR DISPLAY:

SPORT GIFTS

This Christmas we suggest you give

Golf Clubs — Bags

Fishing Tackle

Also a splendid selection of these items, and they really make a fine gift for the sportsman! Call in! See them on display!

SPORT GIFTS

For Her!

PYREX WARE

The gift that pleases every housewife—and gives her wonderful service.

See the new Teapots, Coffee Percolators, Double Rollers, Tea Kettles, Sugarboilers, in the latest Flaneware, and make your gift this Xmas.

PYREX. PRICES ARE LOWEST EVER OFFERED!

TOYS!

For the tree and your home. Make your Christmas more memorable by decorating with "Nema" Christmas lights.

Light up your home the real Christmas spirit. Special 49c

TOYS!

Games, Dolls, Trucks, Airplanes, Buggies, Tea Sets, etc., and hundreds of more.

See Our Big Display.

Tinkertoys 69c

NORTHERN HARDWARE

PHONES CO. LTD. 101 STREET

STORE OPEN SATURDAY NIGHT—10 P.M.

10117 101 STREET, EDMONTON

10117 101 STREET, EDMONTON

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10117 101 STREET, EDMONTON

10117 101 STREET, EDMONTON

10117 1

Give Milady Jewels This Yuletide and Kline Can Assist

THE PERFECT gift for milady this Christmas is an exquisite Bulova watch, a lifetime gift and one that betokens the very spirit of the Yuletide season. There is no present quite so useful or quite so precious as one of these beautiful, dainty little watches from Irving Kline, Edmonton's authorized Bulova watch dealer, at 10117 Jasper avenue.

Jewelry



IRVING KLINE

Who declares that milady would like jewels this Christmas and he has them.

CASH PRIZES ARE BEING OFFERED IN BULLETIN CONTEST

Everyone likes to make some extra money around Christmas. And the easiest way to make some extra money is to enter The Bulletin's Christmas advertising cash prize contest. A total of \$60 will be offered in prizes with the first prize being \$15 in cash. Second prize will be \$10 in cash, while the third, fourth and fifth place prizes will be \$5 each. There will also be 10 prizes of \$2 each awarded to the next 10 winners.

It's so easy to win! All you have to do is carefully read the ads which appeared on the six special contest pages in The Bulletin and mark the two ads on each page, which in your opinion appear to be outstanding as Christmas gifts. That will make a total of 12 selections on the six pages. Mark your selections plainly with a large "X" and send them to The Edmonton Bulletin with your name and address clearly written on each page in the upper right hand corner.

All entries must reach The Bulletin by Midnight of December 20. Winners will be announced in the issue of December 22. Elaborate presentation of gift pages will not count. Neatness is all that is required. All gift suggestions on the six pages will be carefully inspected by the Contest Editor.

Following are the firms whose exciting selection of gift suggestions appear on the pages: Kregel's Ltd., Walk-Rite Style Shoppe Ltd., Corner Drug Stores, Goetz Studios, Beatty Washer Store, A. G. Toller, Hardware Hardware, Shortridge's Shoes Ltd., Fashion Dress Shoppe, Crest Furniture Co. Ltd., Ambly-Lennox, Jones and Cross Ltd., Pionette, Dillinger Men's Shop, Maund's, Capitol Theatre, Hart Bros. National Home Furnishings, P. Nadeau, Army and Navy Store, Uncle Ben's Exchange, Capital Glass Works Ltd., Archibald's Drug Store, Bill Greer Hardware, Murray and Farrah, J. A. Werner Hardware Co. Ltd. and Robinson and Sons.

Another gift, that will make her supremely happy is a brilliant-cut diamond ring, for when you give her one of these lovely rings you choose a perfect symbol of romance, as every diamond is of guaranteed perfection, not only in flawless quality, but coloring, cutting and brilliancy. Names that are familiar in this famous line of diamonds are Lorraine, Grace, Wanda and Rosalind.

And for that boy or man in the family who has been wanting a good, reliable timepiece, you couldn't do better than to visit Irving Kline's and see their selection of strong-looking Bulova watches for men. With a wide selection of modern, individual styles to choose from you are certain to find just what you are looking for.

RINGS—ANY STYLE

An expert goldsmith will make up rings in any style desired, using gold from the Saskatchewan river. A particularly extensive line of Kline's is the making up of medals and lodge badges, where the fine workmanship turns out an exquisitely finished piece. Breath-taking patterns in 1847 Rogers Brothers silver plate is also on display at Kline's and may be purchased in lovely chests. Then too there is a wide assortment of vanity sets, mainly in the popular chrome-plated, an enamel covered metal. And if you're looking for a small present for a friend, you'll find just what you are looking for among the many varieties of cigarette cases and lighters, compacts and other articles at Kline's.

MODERATE PRICES

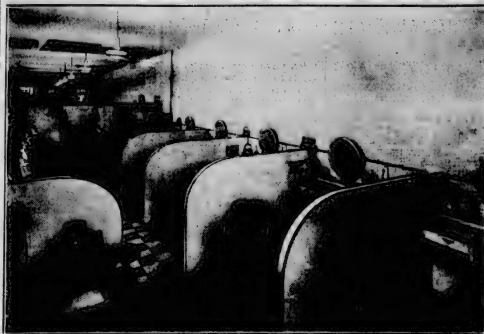
Most important to the Christmas shopper, whose purse is strained at the Christmas season with a large assortment of presents to be purchased and a heavy Yuletide round of entertainment, is the moderate prices of this breath-taking assortment of gifts and the very terms which may be arranged at Irving Kline's, whose slogan, "Your Credit is Fine With Irving Kline," has become a household word in Edmonton.

Clothier

Following are the firms whose exciting selection of gift suggestions appear on the pages: Kregel's Ltd., Walk-Rite Style Shoppe Ltd., Corner Drug Stores, Goetz Studios, Beatty Washer Store, A. G. Toller, Hardware Hardware, Shortridge's Shoes Ltd., Fashion Dress Shoppe, Crest Furniture Co. Ltd., Ambly-Lennox, Jones and Cross Ltd., Pionette, Dillinger Men's Shop, Maund's, Capitol Theatre, Hart Bros. National Home Furnishings, P. Nadeau, Army and Navy Store, Uncle Ben's Exchange, Capital Glass Works Ltd., Archibald's Drug Store, Bill Greer Hardware, Murray and Farrah, J. A. Werner Hardware Co. Ltd. and Robinson and Sons.

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Beauty To Order At Paris Salon



The Paris Beauty Salon at 10238 101 street, shown above, is equipped with the most modern equipment to give the finest beauty treatment, from a curl to a manicure. A new hair-do makes a perfect Christmas gift for mother or daughter. This salon, decorated in white and black, has charm added to its color scheme with China red and Royal leather chairs. Chromium trim completes the brilliant smartness of the effect.

Feast Of Boar's Head Tradition At King's College

One of the oldest Christmas traditions in England is the annual Yuletide Feast of the Boar's Head at King's College, Oxford, when the whole company of students, schoolmasters and scholars robes and sings the famous old "Boar's Head" carol of the Twelfth Century as the cooks brought in the principal Christmas dish.

Legend has it that many years ago a Kings College student was walking in the woods near Oxford one Christmas Eve studying his Aristotle when a wild boar attacked him. The student had no weapon, but he had his Aristotle. He thrust the book firmly down the boar's throat and choked him to death. Then the boar's head was spiced and barbecued and served to all the students, who rejoiced with hearty songs for their friend's escape.

The Boar's Head Carol is among the oldest secular carols known. It was included in the first printed carol collection in England in 1521.

Advertising Man Knows Signs Of Wife's Yule Wants

That it from the advertising and publicity man—it's not so very difficult to guess what a wife wants for Christmas. "When she has that far-away look in her eyes, parks overtime in front of certain Christmas store windows and leaves certain advertisements lying around conspicuously—then I have a pretty good idea what she wants for Christmas—if any husband ever does."

Yule Table

Your imagination may become as fanciful as you please when planning the table decorations for the holiday dinner. An unusually appealing idea is to arrange a group of snowbirds off finely spun glass on a mirror background. Glass, chromium and shining aluminum play major roles in the newest table arrangements, many of them delightfully exotic designed for Christmas entertainers. A added basket of bright, luscious fruits set against a background of Christmas greenery and trimmings is an extremely simple but charming decoration. Decorating is lots of fun—and more than worth while.

CAL PICKLES HAS FINEST STOCK OF ALL MEN'S WEAR

Finest selection of men's haberdashery and clothing is offered for Christmas at Cal Pickles' new store 10311 Jasper avenue.

This store, recently opened by Mr. Pickles, has bought a large stock of outstanding brands of men's wear, including suits, over-

coats, shirts, ties, sweaters, socks, belts, knives, guitars, pyjamas and handkerchiefs.

Complete new decoration of the store has taken place since Cal Pickles took over its management, making it a worthwhile center to visit when Christmas shopping is being done.

Mr. Pickles is a young man in this business, although he has had 13 years' experience, learning the clothing and haberdashery trade from the time he left high school.

He was born in Edmonton and

Linen Gifts

If you are fretful-minded you can find a lot of excellent gifts by inspecting the linen counter. Lively hints for the table are welcomed by any woman who does a lot of entertaining, and you can choose from exquisite linens, napkins, placemats, doilies, towels, and more. You can turn to elegant bed linens and be sure of pleasing the housewife who prides herself on the merits of home-making. It will be known as an athlete and

this year it's
BEAUTY
for Christmas
Edmonton's Finest
PERMANENTS
PARIS
\$2.50
the address 10238 101 St.
the phone 23541

Private Facial Annex & New Equipment

BEAUTY SALON
101 North Main's New Store

The FINEST Gift of All..... BULOVA is the EASIEST of All to Buy on IRVING KLINE - EASY TERMS

Select that perfect gift... the Bulova... here... now... and arrange to pay next year. There's nothing added to the nationally advertised cash price.

"Dean"

"Priscilla"

\$24.75

The man's watch is the BULOVA "Dean"—a handsome new model in yellow, 15 jewel movement, link band. The lady's watch, BULOVA "Priscilla," in yellow engraved case, 17 jewel movement. The lowest price ever for a 17 jewel Bulova. Guaranteed delectable.

PAY AS LITTLE AS
50c A WEEK

\$37.50
The Weekly

\$39.75
The Weekly

\$37.50
The Weekly

\$49.50
The Weekly

\$49.50
The Weekly

\$29.75
The Weekly

\$29.75
The Weekly

\$33.75
The Weekly

\$37.50
The Weekly

\$25.00

NEW BRIDAL ENSEMBLE... smartly styled. Three diamonds in each solid gold ring. Fine gift value.

\$50.00

DIAMOND ENGAGEMENT RING... 14K white gold. Prized clear diamond.

\$67.50

2-DIAMOND RING... 14K white gold. Prized clear diamonds.

\$22.50

MAN'S INITIAL RING... 14K white gold. Prized clear diamond.

\$10.50

MAN'S INITIAL RING... 14K white gold. Prized clear diamond.

\$9.95

HANDSOME MAN'S CLOCK... new streamlined style. Dependable.

Country Customers Write for Our Beautiful Gift Catalog
IRVING KLINE
Edmonton's Credit Jeweler—Canadian Pacific Railroad Timekeeper
10117 Jasper Ave.—2 Doors West of Selkirk Hotel
PHONE 23541

FIND THE ANSWER HERE

for your husband,
your boy friend,
your pal...

At Edmonton's Newest, Smartest Men's Store

★ Shirts ★ Ties
★ Gloves ★ Sox
★ Cedar Chest
★ Box Hankies,
Belts, Buckles,
Scarves, Garter
and Braces Sets

★ Pyjamas ★ Underwear
★ Men's Suits, Overcoats

Completely New Stock

An Invitation... The Men's Shop extends a hearty invitation to residents of Edmonton and district to visit this new store and shop for Xmas gifts.

Men's Shop Ltd.

"CAL" PICKLES, Mgr.
10311 JASPER AVE. PHONE 23578

Jackson Brothers Mark 53rd Year: Fine Yule Line

KNOWN throughout Canada as one of the best-equipped jewelry stores from a service standpoint, Jackson Brothers Jewellers Ltd., is this year celebrating its 53rd anniversary, and once again is offering to Edmontonians a high standard of stock and workmanship for Christmas as in the pioneer days and with a vastly larger offering.

Established in 1886 by the Rayner company and taken over 29 years later by the Jackson Brothers, the firm's first building was situated on the corner of Jasper avenue just opposite the present site of The Edmonton Bulletin. The present store was constructed in 1911. In 1934 the firm became a limited company and one new member—Horace Dorer, was appointed managing director. The store is now managed by Mr. Dorer.

Prominent among the precious gifts obtainable at Jackson Brothers are the diamonds. In one counter alone, and Mr. Dorer is chaffing with a Bulletin reporter, there is \$8,000 worth of cut-gem stones alone. Mixed in South Africa, the jewels have been cut in Amsterdam and London and purchased by Jackson Brothers through their London agent.

MANY MODELS

At first glance of the Jackson Brothers' stock of watches, one is apt to say "millions and millions," there seems to be so many models, and such lovely ones. An eight-day counter case is filled with perfect ladies' models, and yet another eight-day one of men's timepieces, so many of the many drawers and trays full of reserve stock.

Horace Dorer, managing director, says "It is a vast selection that we are noted for carrying one of the largest and most varied stocks of dressier watches seen on display west of Winnipeg. These sets range from three to ten pieces in price for the most modern pocket-book to the most affluent patron."

We have 12 sterling silver patterns to choose from which include Embassy, Lady Betty, Charmant, Minnet, Antoinette, Mayfair, Lady Mary, Duchess of Argyll and Lady Hamilton.

In the lower priced fields the selection again is large, where the metal sets have many patterns that space and time does not permit to enumerate them.

CLOCKS FOR YULE

Clocks of all types and styles are being shown by Jackson Brothers, ranging from the stately grandfather clocks to the tiny dresser models. British made clocks, mainly, they feature the well-known "Eveland," Westminster, St. Michael, Wiltshire and Normandie chimes.

Silverware, possibly the best to be found west of Winnipeg, said Mr. Dorer, forms a large part of the open stock at Jackson Brothers. Nearly all of it has been made in Canada by English workmen who have come to the dominion from Sheffield.

Silver tea services, trays, flatware and glassware, in fact pretty well everything that is needed in the home are to be found in Jackson Brothers stock. A tremendous number of waiters (trays) in Sheffield reproductions of old patterns and periods are on display. The originals of some of the models have been made as long ago as 300 years.

Electrical appliances have now reached maximum voltage in their appeal for Christmas this year, and Jackson Brothers have a complete selection of toasters, waffle irons, sandwich makers, Mr. Masters and a variety of other

HART'S STORE IS PLACE FOR MALE APPAREL

Society Brand Clothes
Are Exclusive With
Pioneer Firm

Men who value style and workmanship in their clothes have long known that Hart Brothers, The Boston Store, at Jasper and 90 street, is Edmonton's centre for finest men's wear.

Society Brand Clothes, for years a standard in men's apparel, are carried exclusively by Hart Brothers' pioneer store. Suits and overcoats of this brand are celebrated for their fine tailoring, meticulous styling and the quality of goods that are used.

HABERDASERY Hart Brothers rank as one of the outstanding stores in Edmonton, carrying highest quality and the most up-to-the-minute styles in shirts, ties and accessories.

A huge stock of Arrow and Forsyth shirts and ties in all the latest fashion trends and colors is on display in this store, giving a vast selection for Christmas gifts of the type every man likes to get.

Rickies, accessories, such as belts, braces, bowties, watch chains, garters and all the other things necessary to the complete man's wardrobe are to be found at Hart Brothers in such quantity and variety that shopping for a man is easy in this store.

Arrow and Forsyth shirts are tailored for perfect fit and made in finest fabrics with smart colors. Collars are Sanforized shrink so that they will never shrink in washing and will always have perfect set and fit. A selection of white, striped, patterns and colors give a refreshingly different appearance to a man every day.

LATEST STYLES

In suits this year the three-button models are continuing favorites, while drapes, and two-button models are popular. High-cut vests, showing a large section of shirt and tie are in favor with other models.

New colors and fabrics of the current season are shown in suits and overcoats, walking suits, etc. It is so distinctive that, while it may not be visible in the coat of the rack, it gives a distinction and well-dressed appearance that is hard to surpass.

Other gift suggestions from Hart Brothers are pajamas, McGregor knit hose, coats, walking suits, etc. Suits, Brock and Billmore hats.

MAKE THE HOME LOOK FESTIVE FOR HOLIDAYS

Since Christmas is the most colorful and festive time of the whole year it is certainly the season to decorate the home in gala fashion. The rooms where the family celebration is to occur should radiate cheer and holiday gaiety. And even the outside of the home may well have its share in bright decorations. The Europeans, of festooning the exterior of the house with ropes of evergreen, and the Americans, the doorway and facade are then accented with Yuletide wreaths or garlands. A brilliantly illuminated star above the entrance or high on the roof, with the gay twinkle of colored or silver lights on outdoor Christmas trees or shrubbery, will proclaim that the spirit of Christmas dwells in this home.

ENTRANCE HALL

The entrance hall deserves special attention when decorating the home, and shimmering white and silver makes a particularly lovely color scheme for this room. The staircase may be draped with white, celadon or aluminum foil fringe and garlands of silver ornaments and silver glass balls are effective. When string in festoons at the windows and hang by streamers from the lighting fixtures. The significance of silver and gold ornaments for Christmas, incidentally, has been explained as symbol of the sun, moon and stars.

COLOR SCHEMES

If your family is partial to the good old-fashioned color scheme of red and green for the stunning new combination of green and silver, the greenery can not only be the conventional pine, holly, fir, spruce, or holly, but the vine, ivy, branches of huckleberry leaves, or southern smilax looped in trailing garlands. The greenery might be smartly festooned in scallops around the cornice of the room and a good effect for wreaths of pine is to accent them with gilded nuts. If you have wall-scones in your living room and dining room they may be emphasized as centers of decorative interest by clusters of poinsettias or Christmas greens. Rows of real miniature pinecones in red flowerpots marching along every window will be another refreshing way to bring the gay mood of Christmas into some room.

Gingerbread

Cream cheese frosting is delicious on warm gingerbread. Blend 1 package cream cheese and 1/2 cups sifted confectioner's sugar. Add 2 teaspoons vanilla, orange rind and orange juice as needed to make it a spreading consistency.

HART BROS. LIMITED for CHRISTMAS

SUGGESTIONS for the man

O'Coats
Society Brand
Canada's Finest Overcoats.
Now is the time to purchase a Winter Overcoat—at all-time low prices. MOORE'S MANN TWEEDS, KEN-BERRY FLEECE, and HUDDINGTON cloths.
Priced from
\$22.50
to
\$50.00

Tuxedos
Made by Society Brand at
\$35.00
Other good makes at \$24.50

We handle all the requirements to go with dress suits: Slater Dress Overcoat at \$9.95
Arrow Dress Shirts at \$3.00
Silk Short Combinations at \$1.50
Silk Hose at \$1.00

Dressing Gowns
SILK at
\$7.50
Wool and Cotton at \$10.00 to \$12.50
Hosiery Coats at \$6.00 to \$10.00

HOSIERY
Holeproof
Just in the Guaranteed Unshrinkable Holeproof Wool Hose. Very attractive
\$1.00
Fancy Wool Hose, Extra value, 50c and 75c

Gift Slippers
Men's slippers with slipper, make a very acceptable present.
\$2.75 \$3.25 \$3.95

TIES
In Gift Boxes
\$5.00 to \$1.50

Hats
Via the Gift Certificate
\$2.95 to \$6.00
Our showing of Neckwear is different. Ties that are made to keep their shape. Made from imported silks and famous wools.
Open until 10 p.m. Saturday Night and until 10 p.m. Friday the 22nd and again on Saturday 23rd.

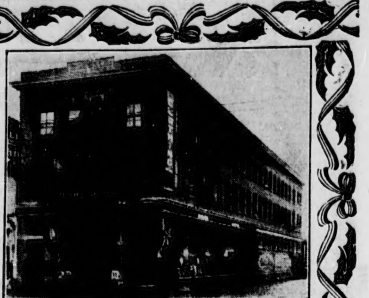
HANKIES
In Fancy Boxes, pure Irish Linen.
3 for \$1.00
Fancy Neckered Handkerchiefs.
4 for \$1.00

GLOVES
The new Green shades also Brown and Light Tan. Lined or unlined.
\$1.50 to \$3.00

Scarves
All the newest Creations in Men's Wear. Also Cashmere.
\$1.00 to \$3.95
Also Wool Scarves from \$1.00 to \$3.00

"The One Shoe He'll Really Like"
SLATER SHOE
Known for their long wear and style. Again we suggest your purchase a pair or two of these good values, as spring prices are considerably higher.
Priced From
\$6.00 to \$11.50
The Man's Store

HART BROS. LTD.
FOR QUALITY CHRISTMAS GIFTS
90th STREET AND JASPER AVENUE



Hart Bros. Ltd. (The Boston) at the corner of Jasper Ave. and 90th St., are celebrating their 35th Anniversary in Business in Edmonton selling Society Brand Clothing, Slater Shoes and Quality Furnishings for Men.

SHIRTS
We are showing the Largest Line of ARROW and FORTYTH SHIRTS in our history. All the newest styles and Plain Colors.
\$1.39 to \$3.50
Put up in very attractive boxes. We specialize on shirts for the big fellow, 16 1/2 in. 15.

REAL GIFTS
Men's Suspenders
The new narrow kind. Put up in nice, neat boxes at
\$1.00
pair. HUCKOCK Cowhide Belts. Large assortment at
\$1.00
Initial Buckles.
50c and \$1

Snappy 'Man-Appeal' Jackets
Beautiful Hard-Wearing Leather Jackets in black, brown and tan with fancy colored leather trim. Made of Horshide and Pigskin, lined throughout, zipper fronts and come with zipper breast pockets. A useful and appreciated gift.
Prices start at \$7.95

Pyjamas
AND NIGHTGOWNS, ARROW and FORTYTH makes. It will be worth while to look over this variety store line. Size 34 to 40. Priced from
\$2.50 to \$4.50

Society Brand SUITS
"Supreme in Quality"
SOCIETY BRAND are Canada's Outstanding Clothes. We have the new shades in Blue, Green, Emerald, and all the wanted colors. If you haven't worn Society Brand you haven't had the best. Other lines of outstanding suits, priced from

\$22.50 to \$35
Pay Checks Cash or Visa.

HART BROS. LTD.
FOR QUALITY CHRISTMAS GIFTS
90th STREET AND JASPER AVENUE

Naturally Goes With the Xmas Menu!
Every Christmas of Every Year, ICE CREAM is the Dessert they Cheer!

PLAN TO SERVE ICE CREAM during the festive season DELICIOUS! GRAND!



one of these **CHRISTMAS**

CASH PRIZES

**SAVE THIS PAGE
GIFT LIST NO. 6**

This is the last of the Six Contest Pages. Mark your choices clearly on each page and send ALL SIX PAGES in to The Bulletin Office on or before December 20th, with your name and address on each page.

TOYLAND

At Kresge's
TEDDY BEARS
A Cuddling Little
Bit of Joy for the
Kiddies
Kresge's
A BRIGID PLACE TO SHOP



Christmas Gift Buying
Is a Pleasure at the

Walk Rite
STYLE SHOES

If you Use Our Convenient
12 PAY PLAN
No Interest or Extras.
10171-73 101 Street



CHRISTMAS
HAVE - GIVE - SEND
the famous

**Laura Secord
CANDIES**
CORNER Drug Stores
JASPER at 102 ST. - 154 ST. at 102 AVE.



The Most Personable
Gift of All ...

**Your Photo
by GOERTZ**

Arrange for your sitting NOW—
in time for Christmas.

Over 60 Awards in 12 Months
GOERTZ STUDIOS
101 Strand Theatre Bldg. Phone 25760

A Grand Gift

**BEATTY AUTOMATIC
IRONER**

A high-class ironer at a very reasonable price. With the Beatty you sit down to iron. All you have to do is guide the clothes over the roller. The work is done in a third the usual time and the clothes are given a beautiful finish. Why not a Beatty Ironer for that Christmas gift?

BEATTY Washer Store

10119 Jasper Avenue



Phone 2334



Diamonds

Perfect stones and guaranteed. Priced from
OF DISTINCTION **\$25.00**

A. G. TOLLER JEWELLER AND WATCHMAKER
10148 Jasper Avenue

**The Gift De Luxe
AN ELECTRIC
REFRIGERATOR**

Buy It On Our Approved Easy Term Plan—
Place It In Your Home for Xmas
Our Display of Electric Appliances is
Really Complete

Northern Hardware
Ph. 21013 101 Street Ph. 21012

GIFT SLIPPERS

Slippers will be her heart's delight—because they're so high fashion, so comfortable, and so perfectly suited to new hosiery and robe styles.
\$1.00 to \$2.65

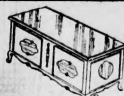
**Shortridge's
Shoes Ltd.**
10118 101st Street



She'll love
LINGERIE

BRIDAL GOWNS DANCE SETS
Heavily new, in-
cludes lace, tulle, and
Dance Set. Special
\$6.95 98¢

**FASHION
DRESS SHOPPE**
10118 JASPER AVE.



LOVELY
**CEDAR
CHESTS**

The ideal gift for a lady. Many
designs. Priced from **\$16.50**

Crescent Furniture Co. Ltd.
1014 STREET (OPP. METROPOLITAN)



A Merry Christmas
with
FLOWERS

Express your good wishes of
the season with Flowers from

Amby Lenon
10210 Jasper Avenue Ph. 21027
(Opposite Hicks)



Buy Christmas Cheer...
THAT LASTS ALL YEAR!
As Little as **\$3.00** per
month

Buy This 1940
Northern Electric Radio

Jones & Cross Ltd.
101 STREET (Next Journal Bldg.)
Ph. 21016 Trade-ins Accepted

BRITISH
TOYS

TOYS

Hundreds
of Them

—CHOOSE YOUR TOYS NOW—
Northern Hardware

Ph. 21013 101 Street Ph. 21012



Candy
from PICARDY
Brings Christmas
Cheer

"Don't Talk" Box \$1.25
Christmas wrapped ready to
mail.

• Lunch at **Picardy's** 10112 JASPER AVENUE



For the "Rest" of
His Life

Give Him
PYJAMAS

Dittrich
Men's Shop

See Maund's

**FOR FAST SERVICE
In Everything You Need**

FOR YOUR
PRE-CHRISTMAS HOME DECORATING
WALLPAPER—PAINT—VARNISH—ENAMEL

Phone 26542

CAPITOL

THE IDEAL CHRISTMAS GIFT

Fancy Theatre Tickets

For Adults and Children
In Fancy Christmas Envelopes
—Now On Sale—

• **FIRST PRIZE**

**\$15
CASH!**

• \$45.00 to be
Distributed
Amongst
Other
Winners

**READ
THE ADS
WIN
CASH
PRIZES**

Check the advertising on this page and from the gifts listed in the ads, select the two which, in your opinion, appear to be outstanding as Christmas gifts. The best 12 gifts selected on the 8 pages to appear in The Bulletin between now and December 15 will win first prize.

Mark your selections each week with an "X"—Like this:
X-Fancy Table Cloth, \$5.00
X-Silk Bath Robe, \$15.00
X-Men's Slippers, \$3.00
X-Costly slippers, \$1.00
X-Number 25—clothes on Friday, December 15—make 2 selections on each page—18 selections total—12 gifts selected on the 8 pages to appear in The Bulletin between now and December 15. Your name and address on each page in the upper right hand corner.

CONTEST RULES

1. All gift suggestions on these pages will be personally inspected each week by the Contest Editor. His decision will be final.

2. Contest will close on December 15th—entries must be in by midnight of December 15th. 300 winners to be announced in the issue of December 22.

3. Winners' presentation of gift pages will not count. Neatness in all that is required.

4. Employees of this newspaper, or members of their families are not eligible to compete.

THE PRIZES

1st Prize **\$15.00**

2nd Prize **\$10.00**

3rd Prize **\$5.00**

4th Prize **\$5.00**

5th Prize **\$5.00**

and 10 PRIZES of \$2.00 each will be awarded the next 10 winners.

Send your selections to The Edmonton Bulletin.

Gifts For a Man

• SOCIETY BRAND SUITS AND OVERCOATS
• SHIRTS AND PYJAMAS
• SCARVES—NECKWEAR

THE COMPLETE MEN'S STORE
HART BROS
99 STREET and JASPER

• WINDBREAKERS
• SWEATERS
• SLIPPERS
• SLATER SHOES

A COMPLETE SELECTION OF
SPORT GOODS

• SKATING OUTFITS,
• SKIING SUPPLIES,
• SLEIGHS,
• TORBAGGANS,
• HOCKEY OUTFITS.

Northern Hardware
PHONE 21012 101 STREET PHONE 21012

A Beautiful Gift in a
TRI-LITE LAMP

These lamps make thoughtful, inexpensive gifts for your own or a friend's living room. Priced from

\$1.95 and Up

**NATIONAL HOME
FURNISHERS**

Gifts That Will Please Him

WRIST
WATCHES
Popular makes,
from
\$10.00

F. NADON
WATCHMAKER and JEWELLER—Expert Watch Repairing
10017 JASPER AVE.

BRIDAL WREATH RINGS
\$2.00 to \$20.00

GIVE "HIM" A
SHIRT

We'll appreciate a Dress Shirt from the A. & N. Perschke, Arrow and Tucke makers in all the latest patterns, special at

\$1.95

ARMY & NAVY

Moderately Priced Gifts

At UNCLE BEN'S
Fishing Tackle—Table Tennis and Badminton Supplies
Field Glasses, Binoculars, Parkas, Sleeping Bags, Musical Instruments, Luggage
Ladies' Filled Bags
SKIING—SKATING
And Full Line of Sporting Supplies

Uncle Ben's Exchange
10118 101 ST. SPORTING GOODS Ph. 27007

Appreciated Gifts in Any Home

PICTURES
SEE OUR SHOWING AT

75c - \$1.00 - \$1.25

CHRISTMAS CARDS—12 for 35c—WITH ENVELOPES

**CAPITAL GLASS
WORKS LTD.**
10112 Jasper Ave. Phone 22342

Yardley ...
is Famous for
Quality Toiletries

Men's Gift Boxes of Yardley's Soap, etc. \$1.00 up
Ladies' Gift Boxes of Yardley's Lavender and Soap. From \$1.00

ARCHIBALD'S DRUG STORE
10012 Jasper Ave. Across from Bulletin Ph. 21400

FRETWORK TOOLS

Made by Hobbes of England. Complete sets as low as **85¢** up to **\$17.95**
Real large sets **\$4.50** up to **\$10.00**
Full stock of amateur tools, patterns and models.

Alberta's Fretwork Experts
**BILL GREER
HARDWARE**
10113 101 STREET PHONE 21013

Everything for a Man

SLEER, one-piece suits. Warranted "Smart" or "Sport" Special at **\$17.95**
OVERCOATS, well made and wearing long up special values at **\$16.95**
SHIRTS, new colors, new styles **\$2.00**
HATS, Billmore's latest, from **\$1.95**
GLOVES, wool lined, special at **\$1.00**
REAL TIES, 10c. to **50c**

Murray & Farrah
10116 WHYTE AVE. Phone 21015

A Real Stock of
Quality Toys

COME AND
SELECT YOURS
NOW **25¢**

J.A. WERNER
10119 90 ST. Market Square

Toys

Musical Instruments

Violin Outfits
\$8.95

Robinson & Sons
10017 Jasper Ave. Ph. 21445

WE REPAIR EVERYTHING MUSICAL

Uncle Ben's Exchange

10118 101 ST. SPORTING GOODS Ph. 27007

Uncle Ben's Exchange

10118 101 ST. SPORTING GOODS Ph. 27007



Merrick Drugs Have Glamour, Utility For Yule Gifts

MADAME, that lady with the savoir-faire, knows that the logical place to get her Christmas gifts for relatives and friends, and the selfsame logical place to supply her own personal needs is any of the Merrick Drug Stores in Edmonton.

Situated at strategic spots in downtown Edmonton and in the heart of residential districts, the Merrick Drug Stores have more of the glamorous sort of gift than you can find anywhere else. They're perfumes and cosmetics, beauty accessories and charming feminine gadgets that will thrill the most sophisticated, and for men they've gifts like electric shavers and masculine toiletries.

But none, you cannot hope to improve on the lovely choice of gifts to be found in the ultra-smart perfume bar in the Birk's building store. The names of the perfumes are as entrancing as the perfumes themselves.

What delightful moods and memories can be evoked by names such as "A. Bientôt," "Love's dream" and "Sweet Violets" in the uninitiated, "virgin forest," the last mentioned with its pungent Christmas-tree odor, and for the out-of-door girl, "Tweed."

THEY'RE ALLURING All these lovely perfumes are Lenthéric products, and there are also "Koolie," "Evening in Paris" (in perfume-dime), and an interesting range of other sophisticated, suave, sophisticated perfumes for the young lady who knows that there can be something more alluring than the "make me as you find me" attributes of clean water and fresh water.

Something new again in the latest "Pink Clover" toilet water, perfume and hair salts, etc. And always the Harriet Hubbard Ayer feminine beauty aids that Edmonton women have been purchasing from the Merrick Drug Stores for many a long year and will go on purchasing as long as there are Harriet Hubbard Ayer products and Merrick Drug Stores.

And just a word about the new Mexican spice scent. Even the new Mexican spice scent. Even the new Mexican spice scent.

MEN and the requirements of the masculine world have not been overlooked by Merrick Drug Stores. There are cosmetics and displays of a host of masculine needs. "Three Musketeers," a Lenthéric product which offers a three-way supply of eau-de-cologne, shaving lotion and male stimulant, is to be found in the popular drug stores. Yardley sets, military hair brushes, Gillette razors and plenty of electric razors.

And there are so many more things of interest to women and everyone that time and space won't permit of enumerating them. Represented by Arthur Griswold, the Merrick Drug Stores are located in the Birk's Building, 194 street, at 10006 Jasper Avenue, next to the C.P.R. building and a handy location for market shoppers and Jasper.

In Charge



ART. GRISWOLD
Manager of Merrick Drug Stores, who is preparing for the Christmas gift rush.

rest traffic. A third store at 1104 Jasper Avenue serves the many patrons in the West End district. A fourth is situated at 190 street and White Avenue on the south side, which also has a staff of clerks and soda fountain dispensers, and more gifts to intrigue its many customers.

Merrick Drug Stores also own and operate the Cliffe Shop in the McKelvie building and the Sandwich Shop in the Canadian Bank of Commerce building. Mexicana Tumbler in Birk's Bldg., where carefully prepared and chosen menus are offered to the public at reasonable prices.

Opened last December, the Mexicana tea room in the Birk's building store offers an atmosphere of old Mexico, with its cream colored walls gaily decorated with circular framed pictures of Latin people. Red, green, yellow and blue, the true Mexican colors are carried out in the interior decoration of the tea room, which has been popular with Edmonton residents since its inception a year ago.

Only one of their type in Edmonton, circular booths, finished in green leather upholstery, provide accommodation for sixty customers.

CANOPY IN RED Around the entire room is a large canopy of red metal and every detail in color and style has been carried out as far as possible in strict keeping with the authentic tea room in Mexico. Tables are circular and placed on pedestals. Made of natural bannwood, they are topped with bleached maple covered by an attractive variety of Mexican designs.

The traditional high quality of Merrick Drug Stores food is to be found in the Mexicana tea room, and Edmonton shoppers will enjoy a quiet rest there, while recovering from the bustle and bustle of Christmas shopping, or will enjoy a supper there after a late theatre or movie party.

Managers of the branches of Merrick Stores, are Norman Gardner, the South Side Jim Danaham in the C. P. R. Building, W. E. Hawker in the Birk's building and Harold Moore at 115 street and Jasper.

ONLY \$10.00
Miracle Electric Shavers \$2.95

Prompt, Efficient Delivery

Merrick DRUG STORES

Courteous, Efficient Service

Save You Money Save You Better

ONLY \$7.50
Darwin Razors \$3.95

Gift Headquarters

CUTEX



CUTEX CLUB KIT \$3.00



CUTEX JUNIOR \$1.25



CUTEX JEWEL CASE \$1.50



CUTEX CUTI-CASE \$4.00

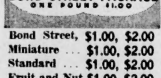


CUTEX TROPHY SET \$1.25

Chocolates

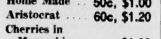


Page & Shaw CHOCOLATES



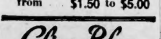
The Candy of Excellence BOND STREET PACKAGE

Bond Street, \$1.00, \$2.00
Miniature \$1.00, \$2.00
Standard \$1.00, \$2.00
Fruit and Nut \$1.00, \$2.00



Home Made 50c, \$1.00
Aristocrat 60c, \$1.20

Cherries in Maraschino \$1.00
Luxurious \$1.00
Reception \$1.00
Gold Package \$2.00
Silver Package \$2.00
Red Special \$2.00
Seal Packages from \$1.50 to \$5.00



Alice Blue CHOCOLATES



Two DELIGHTFUL ASSORTMENTS Standard and Tasty

Page & Shaw ONE POUND 60¢

Alice Blue Chocolate 1 lb. 60c 2 lb. \$1.20

For the Bath —and after



LAVENDER CRYSTALS \$1.10



YARDLEY LAVENDOMEAL \$1.10



BATH DUSTING POWDER \$1.38

A Complete Selection of Toilet Waters

PERFUME COLOGNE



Make "his" a practical gift. Four big shaving improvements with Gillette's new Tech Razor. Included with 15 Blue Gillette Blades in handsome presentation package, only 98¢

PERFUMES



A. Bientôt, dram \$1.25
Gift Flacon \$2.75
Gift Flacon \$5.00
Anticipation, dram \$2.00
Schiaparelli, Shocking, dram \$2.00
Chanel, No. 5, dram \$1.00
Chanel, Glamour, dram \$1.00
Blossoms set, \$3.75
Pink Clover set, \$5.00
Caron, Bellodgia, dram \$1.50
and many other delightful and inexpensive perfumes in bulk and gift flacons.



Tweed, dram \$1.00
Gift Flacon \$2.20
Gift Flacon \$4.00
Gift Flacon \$5.00
Shanghai, dram \$1.25
Gift Flacon \$2.75
Gift Flacon \$5.00
French Can-Can, dram \$2.00
Mon Image, dram \$1.50
Whisper, dram \$1.50
Indiscret, dram \$1.00

BEAUTY CADDY

by HARRIET HUBBARD AYER



Introducing the new Beautifying Make-up Film with Luxuria, Face Powder, Skin Tonic, and Pink Clover Perfume. A very special value, \$1.50

SHEAFFER PENS, PENCILS AND GIFT SETS

Pens \$2.50 \$3.25 \$4.00 \$5.00 \$6.00 \$7.75 \$10.00
Pencils \$1.00 \$2.00 \$2.50 \$3.00 \$4.00
The ideal gift set, attractively boxed. \$3.50, \$6.50, \$5.25, \$7.00, \$10.00, \$12.25. The Lifetime Set, \$14.00.

Harriet Hubbard Ayer



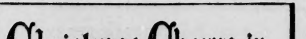
Pink Clover —gay, clear, romantic scent of clover fields at dawn—now appears in a new series of bottles and boxes spangled with pink clover leaves.

Pink Clover Perfume 5.00, 1.25; Vanity 2.00
Cologne, Face Powder, Talcum Sachet, Bathsoaps, Bath Powder, 1.00 to 1.50

PINK CLOVER

Pink Clover Perfume 5.00, 1.25; Vanity 2.00
Cologne, Face Powder, Talcum Sachet, Bathsoaps, Bath Powder, 1.00 to 1.50

Christmas Chorus in fragrance



LENTHERIC GIFT SET as illustrated, \$4.85. Other Lenthéric sets in our selection from \$1.50 to \$9.00.

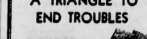
Men's Sets



Lenthéric directs your gift route

Lenthéric Gift Sets for men from \$1.60 to \$5.65

A TRIANGLE TO END TROUBLES

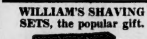


Three Musketeers \$2.25
Lotion — Cologne — Scalp Stimulant

WILLIAM'S SHAVING SETS, the popular gift.



\$1.00 the set.



\$1.50 the set.



50c — \$1.00 — \$1.50



50c — \$1.00 — \$1.50



SCHICK INJECTOR \$1.00 — \$2.50

KODAKS

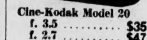


Let us show you the more-for-your-money miniature KODAK 35

Kodak 35, Anastigmat f. 5.6 lens \$16.00
f. 4.5 lens \$27.00



Cine-Kodak Model 20 f. 3.5 \$35.00
f. 2.7 \$47.50



Jiffy Kodak V.P. \$4.75
Jiffy Kodak Six-16 \$9.00
Jiffy Kodak Six-20 \$9.25
Kodak Bantam \$9.50
Kodak Six-20 Jr. \$13.75
Kodak Six-16 Jr. \$17.50

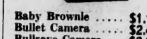


Baby Brownie \$1.10
Bullet Camera \$2.40
Bullet Camera \$2.40
Brownie Six-20 \$8.25
Brownie Six-16 Jr. \$7.75
Brownie Six-16 \$7.75

VITA-RAY



Vita-Ray Powder and Cleansing Cream \$2.00
and \$2.50



Vita-Ray Three-Piece Set: Powder, Cream and Skin Tonic \$4.50

BATH POWDERS

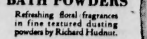


Refining skin fragrance in fine textured dusting powders by Richard I. Lenthéric \$1.00

And many other popular kinds.

This Gillette Desk Stand FREE!

with the purchase of 50 Blue Gillette Blades



Look!—reversing metal Desk Stand, holding 10 Blue Gillette Blades. It includes perpetual calendar, paper and with many more. It comes with blades; also pay only the regular price of 98¢ for 50 Blue Gillette Blades \$2.50

Shop Now and Avoid the Rush!

ONLY 8 SHOPPING DAYS 'TIL CHRISTMAS

LOOK

what only 98¢ buys in a Man's Gift!



GILLETTE TECH RAZOR

Make "his" a practical gift. Four big shaving improvements with Gillette's new Tech Razor. Included with 15 Blue Gillette Blades in handsome presentation package, only 98¢

Edmonton's Own Independent Drug Stores

Jasper Ave. and 100th St. Phone 2111
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